

# LIFE

## DRAMA OF MEXICO

14 PAGES OF PICTURES



**NORMA  
DE LANDA**

JANUARY 9, 1950

**20**

CENTS

YEARLY SUBSCRIPTION \$6.00





**Wind-tunnel proved!** Scientific tests show the Nash Airflyte has 20.7% less air drag than the average of nine leading makes of current cars tested at the University of Wichita. So you get better performance on less gasoline—in a quieter, safer, more comfortable automobile.

## 20.7% LESS AIR-DRAG!

**Means a Smoother, Quieter Ride... More "Go" on Less Gasoline!**

You've seen this new Nash Airflyte on the highway. But have you driven it?

Do you know that its streamlined beauty is only the outward indication of a completely new kind of car?

Do you know that it speeds through the air with 20.7% less air drag than the average car? That the University of Wichita tested it against 9 other automobiles in their aerodynamic wind tunnel and found that its shape alone resulted in startling gasoline economy, quieter riding, better performance, and easier handling?

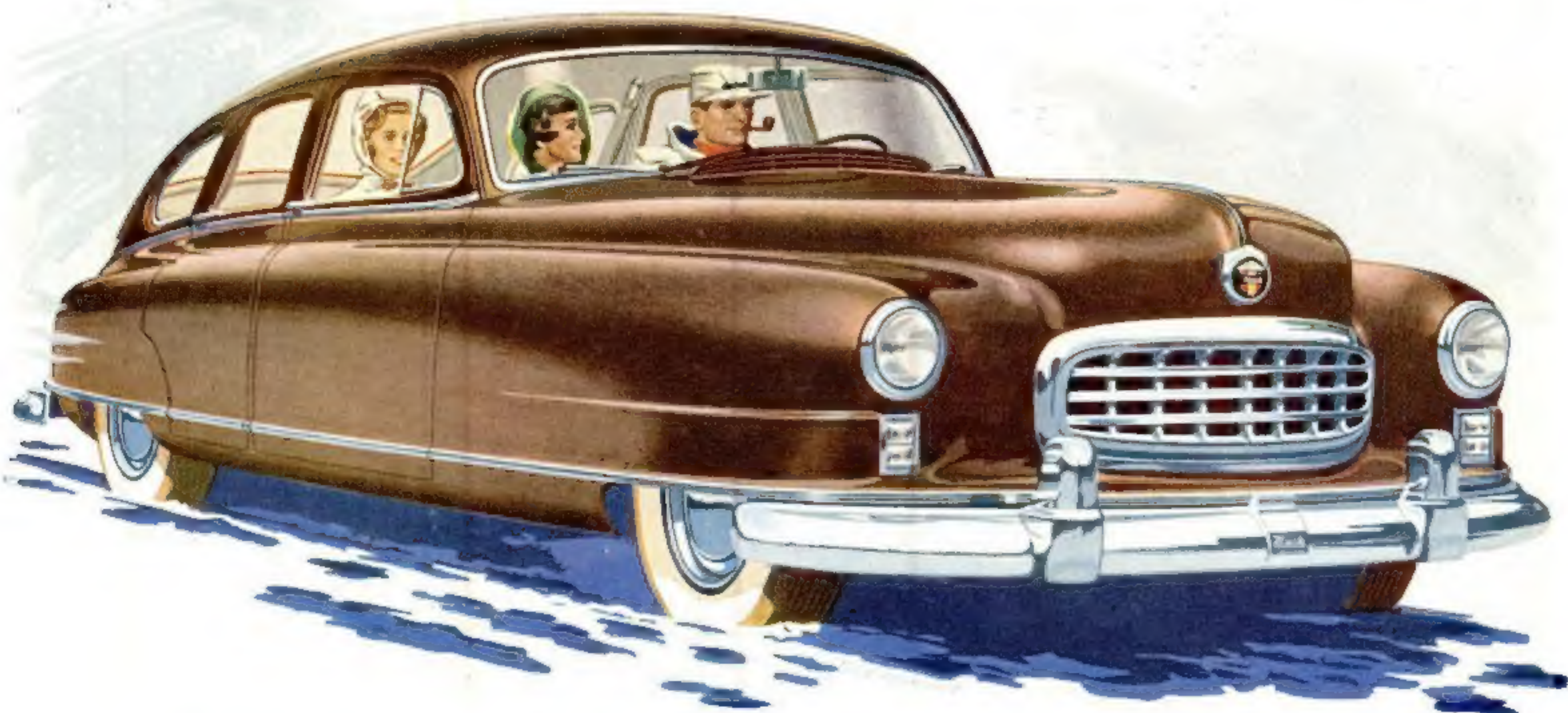
Yes, drive a Nash Airflyte and discover the difference. The difference in Airflyte Construction, that is safer and permanently tight. The difference in the Nash Weather Eye Conditioned Air System.

Know the difference in economy—with the Nash Statesman Airflyte delivering more than 25 miles to the gallon at average highway speed. In no other car can you drive so easily, so luxuriously, at so little cost.

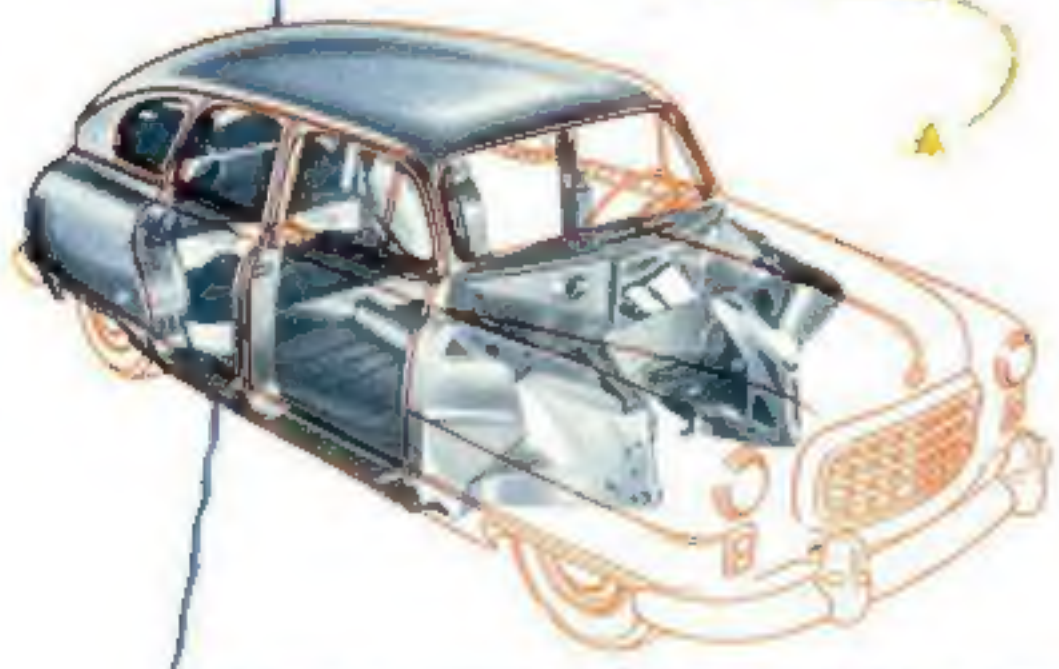
And remember: Nash is built to stay new—in design, in mechanical perfection, even in the permanence of its finish. More modern today, worth more tomorrow.

### Now—Hydra-Matic Drive

Compare prices. Compare value. You'll find your best buy at your Nash dealer's. And for the greatest thrill in motoring—try the Nash Ambassador Airflyte, with new Turbo-Head engine and new Hydra-Matic Drive with exclusive Selecto-Lift starting!



### AIRFLYTE CONSTRUCTION STAYS NEW YEARS LONGER!



Different from all others, in Nash the entire frame and body, floor, roof, pillars are here built as a single, rigid, welded unit, squeak-free and rattle-proof. It has 1½ to 2½ times the torsional strength of ordinary automobile construction. Gives new safety, new economy, makes possible a safer, smoother ride. Stays new years longer, adds to resale value.

# Nash AIRFLYTE

*The Statesman • The Ambassador*  
GREAT CARS SINCE 1902

★ There's Much of Tomorrow  
In All Nash Does Today ★

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Mich.



# 1949 Was Another Good Year for Telephone Users



**MORE SERVICE FOR MORE PEOPLE**—Nearly 2,000,000 telephones were added to the Bell System in 1949. This meant service not only for many people who did not have a telephone before but it also increased the value and usefulness of your own particular telephone. You can call many more people—and many more can call you. There are now more than 50% more Bell telephones than at the end of the war.

**BETTER LOCAL SERVICE**—The over-all quality of telephone service continued to improve in 1949 and it keeps right on getting better. There's faster, clearer, more accurate service on millions of local calls.



**IMPROVEMENTS IN LONG DISTANCE**—Long Distance grew steadily better in 1949. The average time to complete out-of-town calls is now down to little more than a minute and a half. Nine out of ten calls go through while you hold the line. Over many routes, the Long Distance operator dials the distant telephone direct. It's faster, friendly, courteous service all the way.



**275,000 NEW RURAL TELEPHONES** were added by the Bell System in 1949. 1,300,000 have been added since the war—a truly remarkable record of rural development by the Bell System. Great gains were made also in the quality of service. Fewer parties on the line. Many thousands of new type telephones put in. A higher proportion of our farmers have telephones than in any other country in the world.

**CONTRIBUTION TO PROSPERITY**—All of this expansion and improvement in telephone service provided work and wages for many people outside the telephone business.

More than \$1,000,000,000 was put into new facilities. Western Electric—the manufacturing unit of the Bell System—bought from 23,000 different concerns in 2500 cities and towns throughout the country.



**BELL TELEPHONE SYSTEM**—The best and the most telephone service at the lowest possible price.



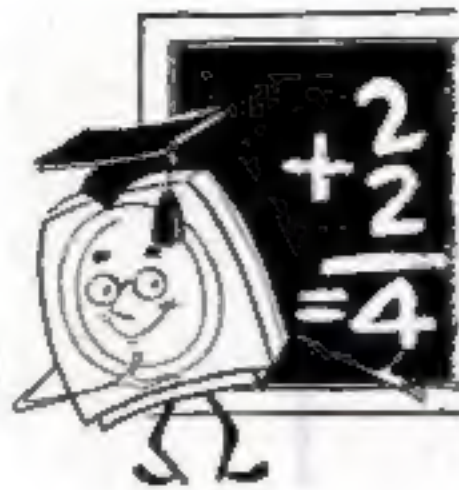
This One



4GQS-JZP-YTLA



# Always Right (and so is the price!)

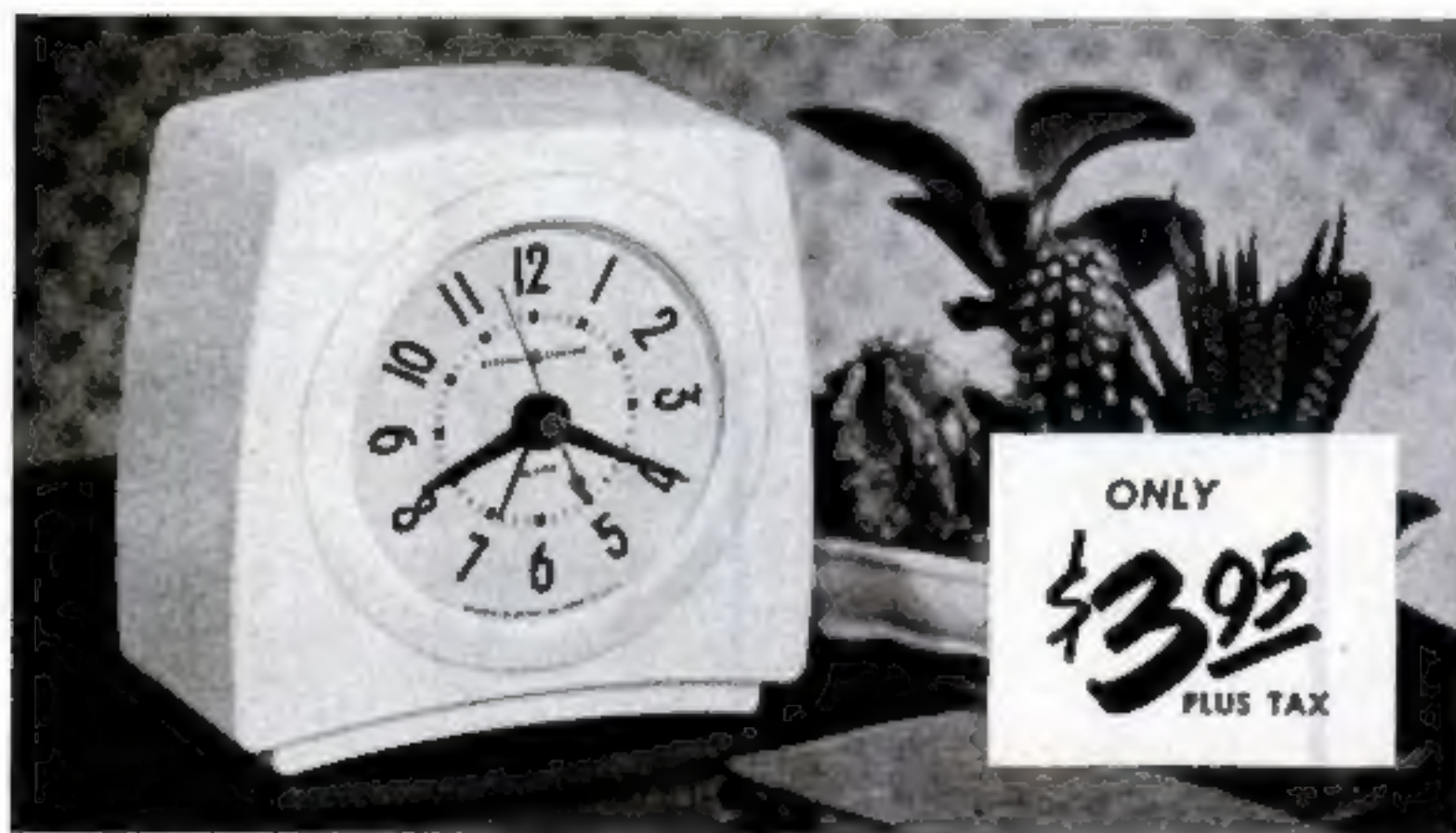


**NOW YOU CAN OWN SILENT, ACCURATE GENERAL ELECTRIC CLOCKS FOR AS LITTLE AS \$3.95 PLUS TAX!**

Electric time is not expensive. So buy a General Electric Clock now and enjoy *all* these advantages:

1. **Self-starting** (no winding)
2. **Quiet** (no disturbing ticktock)
3. **Dependable** (wakes you on time, every time)
4. **Accuracy** maintained by your electric utility company. G-E Clocks are on time all the time!

Get General Electric Clocks for your bedroom, for your kitchen, for every room in your home. They're mighty *inexpensive*, as you can see!



**THE G-E "CHIPPER"** is an alarm clock that will brighten up any bedroom! Its modern case is ivory-color plastic. The hands are mahogany-brown and the dial is tan. Alarm set hand is sea-green. The alarm signal is persistent and pleasant!



**G-E "PANTRY"** gives that built-right-into-the-wall appearance! Mahogany-color numerals and hour hands on the white face are easy to see. Available in harmonizing colors of white, ivory, red, and yellow. General Electric Co., Bridgeport 2, Conn.

Why wind a clock today? Get a General Electric Clock and forget it!

## GENERAL ELECTRIC

## LETTERS TO THE EDITORS

### "SPEAKING OF NEWS"

Sirs:

I have just read your brave and constructive editorial ("Speaking of News," LIFE, Dec. 19). The American people have been waiting for such a voice and such leadership. When men who possess your power turn their talent to the solution of the problem presented by the Fulton Lewis broadcast, the future is assured.

On Dec. 14, in an address at Boston, referring to the same issue, I said, "The great profession of journalism and radio broadcast is disgraced by some columnists and commentators who have ceased to be public servants. Their columns and broadcasts are filled with deliberate presentation of half-truth and falsehood. Fear results, and the community is divided. The Communist asks no greater favor than that created by some commentators whose wild rantings make us suspicious of each other and open the door for the revolutionist who would divide and rule..."

G. BROMLEY OXNAM  
Bishop

The Methodist Church  
New York, N.Y.

Sirs:

My hat's off to LIFE's fine, courageous editorial. . . . My personal politics are such that I should have liked to see both Henry Wallace and the late Mr. Hopkins lose political face, but after examining wire-service reports on Jordan's story I could see only one conclusion in keeping with conscience, the same conclusion reached by LIFE.

GEORGE R. GREIFF  
Telegraph Editor

The Daily News-Tribune  
La Salle, Ill.

SIRS:

AS A NEWSPAPER AND RADIO EXECUTIVE BITTERLY RESENT SMUG EDITORIAL REGARDING FULTON LEWIS STORY. WE CARRIED HIS NEWSCAST AND PUBLISHED STORY. HOPE HE SHOVS EVERY LINE OF TYPE DOWN YOUR THROAT. . . .

H. B. FARRELL  
GENERAL MANAGER

STATION WHHH  
WARREN, OHIO

Sirs:

. . . Fulton Lewis Jr. happens to be known to me as a fine example of American manhood. He is a clean Christian gentleman and has reared, with his fine wife, as nice a family of children as appears on the American stage. It happens that my company is one of the sponsors of Fulton Lewis Jr., and we are immeasurably proud to be so.

THEODORE A. COOPER  
Lakewood, Ohio

Sirs:

I think your editorial is scurrilous. Lewis is one of the greatest Americans of our time.

MRS. BINGHAM W. MORRIS  
Southampton, N.Y.

Sirs:

. . . He is honest—well informed—bright—very patriotic—and one of the outstanding men of the world. If that editorial expresses the sincere belief of LIFE, please return my money and cancel my subscription.

MRS. PHYRNE LORENZ  
Santa Cruz, Calif.

Sirs:

Please cancel my subscription. . . .

MICHAEL J. O'BRIEN  
Falls Church, Va.

Sirs:

It looks like a case of sour grapes!

ARTHUR N. DUSENBURY

White Plains, N.Y.

Sirs:

As one of your oldest readers—also a retired newspaperman and fiction writer—I suggest you submit provable data to support your castigation of brilliant, patriotic Fulton Lewis Jr. . . .

EDGENE JONES

Sarasota, Fla.

● Of 381 letters so far received on this subject, 351 denounce LIFE and praise Radio Commentator Fulton Lewis Jr., 36 of these cancel subscriptions to LIFE. Thirty praise LIFE's editorial. Herewith the essential facts, insofar as the public record discloses them or LIFE's correspondents have obtained them:

LIFE's reporter at Great Falls, Mont. thoroughly checked the charges of ex-Major George Racey Jordan and Commentator Lewis that quantities of atomic and other secret materials and information flowed improperly to the Soviet Union through the Great Falls airbase. A majority of Jordan's wartime associates and superiors still in the area, when interviewed, said they considered the charges false, exaggerated, or both. Colonel Russell L. Meredith, wartime base commander at Great Falls, said, "So far as I knew, the materials passing through our base were those to which the Russians were entitled as allies, and Jordan did not report to me any suspicions he may have had that the shipments contained secret war material. In fact he was more enthusiastic than anyone about aiding the Russian war effort." Colonel Meredith also said that a reporter representing Fulton Lewis Jr. had interviewed him. "I told him I didn't put too much stock in Jordan's story," Colonel Meredith said. Colonel Meredith also said that he had been correctly quoted by the Great Falls Tribune as follows, "I believe most of it [the Jordan-Lewis story] is just a lot of baloney. It looks like a case of Monday-morning quarterbacking to me." Colonel Meredith also said Major Jordan's story that he had personally "ripped" radar out of C-47s consigned to Russia was "preposterous"—Jordan, said Colonel Meredith, could not have entered the instrument sections of Soviet-bound planes "about which he knew nothing." Colonel Meredith also said that huge quantities of "secret" printed material did, as Major Jordan said, pass through Great Falls. But, said Colonel Meredith, these shipments were questioned at the time because their bulk was a nuisance; not because of worry about their content.

LIFE's Washington staff checked exhaustively with the Federal Bureau of Investigation, the Atomic Energy Commission, and U.S. Army and Air Force intelligence officials. LIFE Reporter Edward Jones summarized the results of these checks as follows: "Competent investigators of the FBI and Military Intelligence have gone over this whole ground and have found nothing to substantiate the charges. So far as has been determined by the most intense investigation, no materials and no documents of importance to the Russians and bearing on atomic development got out of this country during the war."

CONTINUED ON PAGE 4



**BOTH** *Free*  
TO NEW MEMBERS

...WALTER J. BLACK, PRESIDENT OF THE CLASSICS CLUB,  
INVITES YOU TO ACCEPT FREE

*These Two Beautiful De Luxe Library Editions*



THE COMPLETE WORKS OF

THE ESSAYS OF

# Shakespeare *and* Bacon

*All 37 Plays • Comedies, Tragedies,  
Histories and Poems*

EVERY word Shakespeare ever wrote—every delightful comedy, stirring tragedy, and thrilling historical play; every lovely poem and sonnet—yours *complete* in this beautiful 1312-page volume. Chuckle at the ever-modern comedy of Falstaff; be fascinated by glamorous Cleopatra; shudder at the intrigues of Macbeth; thrill with Romeo in the ecstasies of love. Be amazed at Iago's treachery; step with delight into the whimsical world of Puck and Bottom.

Shakespeare is the one writer who understood human nature as no other ever has, before or since. So deep did he see into the hearts of all of us that he is more alive today than he was three hundred years ago!

*On Love, Truth, Friendship, Riches  
and 54 Other Fascinating Subjects*

HERE is another Titan of the Elizabethan era—Sir Francis Bacon, whose surpassing intellect laid the groundwork of science and philosophy for generations. Anyone in search of personal guidance and a practical, day-by-day philosophy of life can do no better than to read these immortal essays... about love, politics, books, business, friendship, and the many other subjects which Bacon discusses so clearly, incisively, wisely. So much wit and wisdom is packed into these writings that quotations from them have become part of our literature.

Both these De Luxe volumes—Shakespeare and Bacon—are so handsome that you will treasure them always. And both are yours *free*, as gifts from the Classics Club.

## Why The Classics Club Offers You These 2 Books Free

WILL YOU add these two volumes to your library—as membership gifts from The Classics Club? You are invited to join today... and to receive on approval beautiful editions of the world's greatest masterpieces.

These books, selected unanimously by distinguished literary authorities, were chosen because they offer the greatest enjoyment and value to the "pressed for time" men and women of today.

### Why Are Great Books Called "Classics"?

A true "classic" is a living book that will never grow old. For sheer fascination it can rival the most thrilling modern novel. Have you ever wondered how the truly great books have become "classics"? First, because they are so readable. They would not have lived unless they were read; they would not have been read unless they were interesting. To be interesting they had to be easy to understand. And those are the very qualities which characterize these selections: *readability, interest, simplicity.*

### Only Book Club of Its Kind

The Classics Club is different from all other book clubs. 1. It dis-

tributes to its members the world's classics at a low price. 2. Its members are not obligated to take any specific number of books. 3. Its volumes (which are being used today in many leading colleges and universities) are luxurious De Luxe Editions—bound in the fine buckram ordinarily used for \$5 and \$10 bindings. They have tinted page tops; are richly stamped in genuine gold, which will retain its original lustre—books you and your children will read and cherish for years.

### A Trial Membership Invitation to You

You are invited to accept a Trial Membership. With your first book will be sent an advance notice about future selections. You may reject any book you do not wish. You need not take any specific number of books—only the ones you want. No money in advance, no membership fees. You may cancel membership at any time.

Mail this Invitation Form now. Paper, printing, binding costs are rising. This low price—and your FREE copies of The Complete Works of SHAKESPEARE and BACON ESSAYS—cannot be assured unless you respond promptly. THE CLASSICS CLUB, One Park Avenue, New York 16, N.Y.

Walter J. Black, President		VN
<b>THE CLASSICS CLUB</b>		
One Park Avenue, New York 16, N. Y.		
Please enroll me as a Trial Member and send me, FREE, the beautiful 2-volume De Luxe Classics Club Editions of The Complete Works of SHAKESPEARE and BACON'S ESSAYS, together with the current selection.		
I am not obligated to take any specific number of books and I am to receive an advance description of future selections. Also, I may reject any volume before or after I receive it, and I may cancel my membership whenever I wish.		
For each volume I decide to keep I will send you \$2.89, plus a few cents mailing charges.		
Mr. } Mrs. } Miss }	(Please Print Plainly)	
Address.....		
City.....		Zone No. (if any)..... State.....





For a carefree  
vacation...



Go Pullman

COMFORTABLE, DEPENDABLE,  
AND - ABOVE ALL - SAFE!

© 1948, THE PULLMAN CO.

## LETTERS TO THE EDITORS

CONTINUED

Major Jordan charged that in the spring of 1944 Harry Hopkins pressured him and others to expedite atomic materials to Russia. The records of the time show that Hopkins was almost continuously in hospitals from January through June of 1944. Lieut. General Leslie R. Groves, wartime head of the Manhattan Project, testified to a House subcommittee that "to the best of my recollection and belief" Hopkins never had any contact whatever with him and members of his staff. Fulton Lewis Jr. charged independently that Henry Wallace also brought pressure on General Groves. General Groves testified that Wallace did not do so—that he was "practically divorced from this project." General Groves has since said that his testimony was misinterpreted. However, insofar as the official record stands, his answers on these points were unequivocal and conclusive.

General Groves and others have said that small shipments of uranium derivatives were licensed and delivered to the Russians from the U.S. But all evidence so far placed on the public record indicates that these shipments 1) were made with the knowledge and approval of responsible officials, and 2) could have been of only minor experimental value to the Russians. There is evidence that one shipment, from Canada, may have been improperly made. This shipment was under investigation long before the Jordan-Lewis story appeared.—ED.

### FIFTH AVENUE BEAUTIES

Sirs:

In your story "Fifth Avenue Beauty Hunt" (LIFE, Dec. 12) I am pictured as an ogler.

Now, I'm an actor. My last job was in *Confidential Squad*, a Universal film shot completely in New York. If the truth must be known, I wasn't actually ogling Miss Dubro, who certainly deserves to be ogled, but her very nice warm beaver coat.

As a result of the publication of the photograph I am now called "Ogie." And what's more, my brother knows for sure now that I wear his clothes.

TERRY DENIM

New York, N.Y.



DENIM OGLES COAT

Sirs:

I was certainly surprised to see my friend Joan Appleton gracing the cover of LIFE. She is not only bewitchingly attractive but practical as well. Last year she helped me to paint our garage and even gets great pleasure out of wiping dishes.

JOHN B. ELLIOTT

Scarsdale, N.Y.

Sirs:

Please enroll me as a charter member of the California chapter of the Bobbie Shaw Fan Club.

JOSEPH T. HARGRAVE

Richmond, Calif.

Sirs:

So Dody Heath of Seattle wows them in New York too!

ROBERT E. HADD

Seattle, Wash.

● On the basis of mail received, Bobbie and Dody are the readers' favorites.—ED.

Sirs:

What did your Fifth Avenue beauty hunt prove to Dallas? Only that we haven't bragged enough recently. To defend our reputation, I was assigned to a downtown street corner a couple of weeks ago for candid beauty shots. Results of a few minutes "work" are shown.

ED MILEY

Dallas News  
Dallas, Texas



● The Dallas beauties above are: (top) Dolores Martin, Peggy Chapman; (center) Maxine Duncan, Mrs. George Pluto Jr.; (bottom) Nita Wright, Betty Ruth Davidson.—ED.

### MILLIONAIRE MAYTAG

Sirs:

In your story on Fred Maytag (LIFE, Dec. 19) you say bridge bores him but he once spent several days trying to solve a complicated mathematical problem. What was the problem?

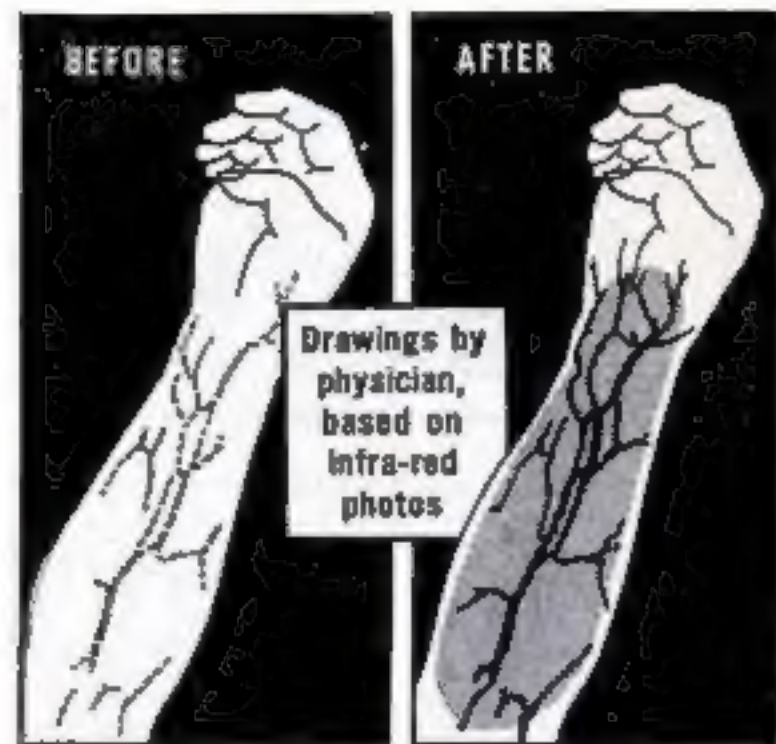
M. ROSENMAN

New York, N.Y.

● The problem: Three thieves who had a monkey as a mascot stole a quantity of bananas. As it was night-fall, they decided to sleep and divide them the following morning. The first thief woke up and, not trusting the others, decided to hide his share. He divided the bananas in three equal piles but had one banana left over. He gave this extra one to the monkey, removed his pile and left the remainder, then going back to sleep.

Subsequently, the second thief woke up, counted the bananas that remained, divided them into three equal piles, and found one left over which he gave to the monkey. He, too, took his share and went back to sleep.

The third thief did the same thing, dividing the remaining bananas into



Drawings by  
physician,  
based on  
infra-red  
photos

## HOW SLOAN'S LINIMENT AIDS MUSCULAR PAINS

Here's vital news for sufferers from muscular aches and rheumatic pains. Using infra-red rays, scientists have now succeeded in photographing blood-vessels below the skin-surface. These photos (see pictures above) prove that, after an application of Sloan's Liniment, the veins expand . . . evidence that the treated area gets extra supplies of blood, to revitalize tissues and wash away waste matter and poisons faster.

When you use Sloan's Liniment, you know that it is increasing the all-important flow of blood to the treated area, and that this effect extends below the skin-surface. No wonder Sloan's helps to bring blessed relief from rheumatic aches, arthritis pains, lumbago and sore muscles. No wonder Sloan's has been called "the greatest name in pain relieving liniments." Get a bottle today.



## DOCTORS AGREE MENTHOL IS IMPORTANT IN RELIEVING COLDS



LUDEN'S CONTAIN MORE MENTHOL  
THAN ANY OTHER COUGH DROPS

Try the extra menthol in Luden's  
Cough Drops. See how quickly you  
get relief. Buy a pack today.



NUTRITIOUS



LOOK FOR THE CANDY CANE PACKAGE

CONTINUED ON NEXT PAGE

Copyrighted material



Year in and year out  
you'll do well with the  
**HARTFORD**



—all forms of fire,  
marine and casualty  
insurance and fidelity  
and surety bonds.

See your Hartford agent  
or insurance broker

**HARTFORD FIRE  
INSURANCE COMPANY**

**HARTFORD ACCIDENT  
AND INDEMNITY COMPANY**

**HARTFORD LIVE STOCK  
INSURANCE COMPANY**

HARTFORD 15, CONNECTICUT

**Heide**  
CANDIES

**JUICY FRUITS**

5¢

Sing a song of candy—  
A pure and tasty treat,  
Delicious HEIDE JUICY FRUITS  
The best there is to eat

**HENRY HEIDE, INC.** NEW YORK, N. Y.

## LETTERS TO THE EDITORS

CONTINUED

three piles, found one left over which he gave to the monkey, and took his share.

In the morning the three thieves awoke, equally divided the now substantially reduced number of bananas and, having one left over, gave it to the monkey. What is the smallest number of bananas they could have had in the first place?—ED.

### WRONGED COOKIE

Sirs:

I'm hearing a lot of squawks these days from Cookie, largest of our performing chimpanzees, whom you showed taking a photograph (LIFE, Nov. 14) and then, four weeks later, helping a fellow chimp get a banana in the story on animal reactions (LIFE, Dec. 12).

Cookie was only mildly irritated when you discovered he was not the



first chimp photographer after all (Letters to the Editor, LIFE, Dec. 5). But now both he and his young colleague Nero object strenuously to the way you reversed their names in the animal reactions story. Nero is the one who couldn't lift the weight, Cookie the one who did.

I have placated Nero, but Cookie was not so easily appeased, as the picture indicates.

GEORGE VIERNELLER  
Director

St. Louis Zoological Park  
St. Louis Mo.

### GERMAN REARMAMENT

Sirs:

LIFE is to be commended for its courageous editorial on German rearmament (Dec. 12). But I beg to disagree with your conclusions.

Remilitarization will endanger fatally the very German democracy we wish to protect. It will restore to power with a vengeance the officer class and the heavy industry. Absorbing German manpower and resources for years to come spells the doom of the Marshall Plan. German rearmament will provoke a Russian attack if for no other reasons than self-preservation.

To my mind, to permit German rearmament under whatever form or pretext is a suicidal folly. But to the helpless spectator the German situation has assumed the inevitability of the Greek tragedy.

KARL LOEWENSTEIN  
Professor of Political Science  
Amherst College  
Amherst, Mass.

Sirs:

... There is nothing for Germans to fight for under the present circumstances. They would not want to rearm unless they would have a definite chance to rebuild an independent state of united Germany and—more—

over—a guarantee from the participants in the Atlantic Pact that Western Germany would never be occupied by the Soviets.

VLADIMIR N. PETROV

Yale University  
New Haven, Conn.

● LIFE did not and does not "advocate" the rearming of Germany. However LIFE said and believes that decisions already taken—to re-establish a national German government, for instance—inevitably entail the rearming of Germany, and that officials who deny or obscure the consequence of their previous decisions do a public disservice.—ED.

### PANTS DIPLOMACY

Sirs:

You say that the U.S. delegation dominated the London conference of anti-Communist labor leaders (LIFE, Dec. 12) in size, sartorial elegance and diplomacy. The picture of David Dubinsky with Italy's Giulio Pastore contradicts you—David's pants are too long.

JOHN L. MOORE

Pawtucket, R.I.



PASTORE AND DUBINSKY

### VAN GOGH

Sirs:

The attention you gave recently to the paintings of Van Gogh (LIFE, Dec. 19), and the prices of \$50,000 and \$100,000 paid for them, brought to my mind an anecdote which Gauguin tells in his *Intimate Journals* and which I always cherished. He describes meeting shivering, hungry Vincent who was trying to sell a painting of pink shrimps. Reluctantly, and more or less out of charity, a shopkeeper paid him five francs for it. On his way home Vincent could not resist giving those five francs to a beggar woman and so returned with an empty stomach.

And this is what Gauguin has to comment:

"A day will come, I see it as if it had already come. I enter Room 9 at the auction gallery. The auctioneer is selling a collection of pictures as I go in. 'Four hundred francs for *The Pink Shrimps*! 450! 500! Come, gentlemen, it is worth more than that!' No one says anything. Concl! *The Pink Shrimps* by Vincent Van Gogh!"

If Gauguin had known how timid his prophecy would some day appear—would he have laughed or cried?

VICKI BAUM

Hollywood, Calif.

Sirs:

How about some art experting in your own picture library?

The gentleman you've identified as George Stout in the story on the Van Gogh "self-portrait" is not George Stout. I know; George is my brother-in-law, and with a mustache at that.

VELMA STOUT

New York, N.Y.

● LIFE apologizes both to Art Technician George Stout and to Cali-

## Never neglect a kitten scratch



The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,\* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

**Caution:** Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in  
doctors'  
recommendations



\*BAND-AID MEANS  
MADE BY JOHNSON & JOHNSON

CONTINUED ON NEXT PAGE



# m-m-m-m Cocoanut Bars

(SEE RECIPE BELOW)



## Chocolate Covered COCOANUT BARS

- 1 cup packaged, sweetened moist cocoanut (chopped fine)
- 2 cups granulated sugar
- 3/4 cup fresh sweet milk
- 1 tablespoon light corn syrup
- 1 tablespoon dairy fresh butter
- 1 teaspoon vanilla
- 2 tablespoons marshmallow
- 1/2 teaspoon salt
- 1 lb. semisweet chocolate

Stir sugar, corn syrup and milk in saucepan over fire till dissolved.

Cover and cook to medium soft ball (240°). Remove from heat and add butter, stirring only enough to blend. Pour on cold wet platter. When lukewarm (110°) beat with spatula until thick and creamy. Mix in salt, vanilla and marshmallow. Knead in cocoanut and form into bars. When cool, cover with melted semi-sweet chocolate. Makes 16 bars.

*(But why go to all this work when no one makes Cocoanut bars better than Welch!)*

MAKE THEM IF YOU WISH... BUT  
AT CANDY COUNTERS EVERYWHERE  
YOU CAN...



REACH FOR A

S-M-O-O-T-H

creamy cocoanut center,  
generously coated with thick,  
dark chocolate. Good? You'll  
say it is!

NO ONE MAKES THEM BETTER THAN Welch!

## LETTERS TO THE EDITORS

CONTINUED

formia State Liquor Administrator George Stout, whose picture was erroneously printed.—ED.

### IDENTICAL PAINTINGS

Sirs:

I am afraid that your full-page color reproduction of the Creation of Eve (LIFE, Dec. 12) calls for an explanation. If you will check with the National Gallery of Art, Washington, D.C., you will find that they have an identical painting that they catalog under the artist Fra Bartolommeo, who was a contemporary of Raphael.

FOSTER CANNON

Milwaukee, Wis.



• The "New Raphael" (left) came to the U.S. with certificates of authentication from three internationally known experts. However its striking resemblance to the Bartolommeo in the National Gallery in Washington (right) and to another Bartolommeo in the Philadelphia Museum casts some doubt on the theory that Raphael painted it.—ED.

Address the Editors,  
at 9 Rockefeller Plaza  
New York 20, N.Y.

Please  
send



to \_\_\_\_\_ NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT \$6.00

(1 year at the single copy price would cost you \$10.40)

I enclose \$ \_\_\_\_\_

Please Bill Me ☐

Give to your newsdealer or to your local subscription representative

or mail to LIFE

540 N. Michigan Ave., Chicago 11, Ill. L-1-9

Happy is the word  
for the man with

P.A.\*



P.A.\*

means Pipe Appeal  
and Prince Albert

You can tell he has Pipe Appeal by her happy look. And you can tell by his happy expression that he has a pipeful of mild, rich-tasting Prince Albert. Prince Albert's choice, crimp cut tobacco is specially treated to insure against tongue bite!

Try P.A.—it's America's largest-selling smoking tobacco.



The National Joy Smoke






It's *Sunshine...*  
for Finer Flavor!

They're crisp, crisp, *crisp!*... With a golden, "fresh-toasted"  
flavor that wakes up even the *sleepiest* appetite—  
at the first delicious bite! Why wait? Taste Hi Ho *today!*



FROM THE THOUSAND WINDOW BAKERIES OF

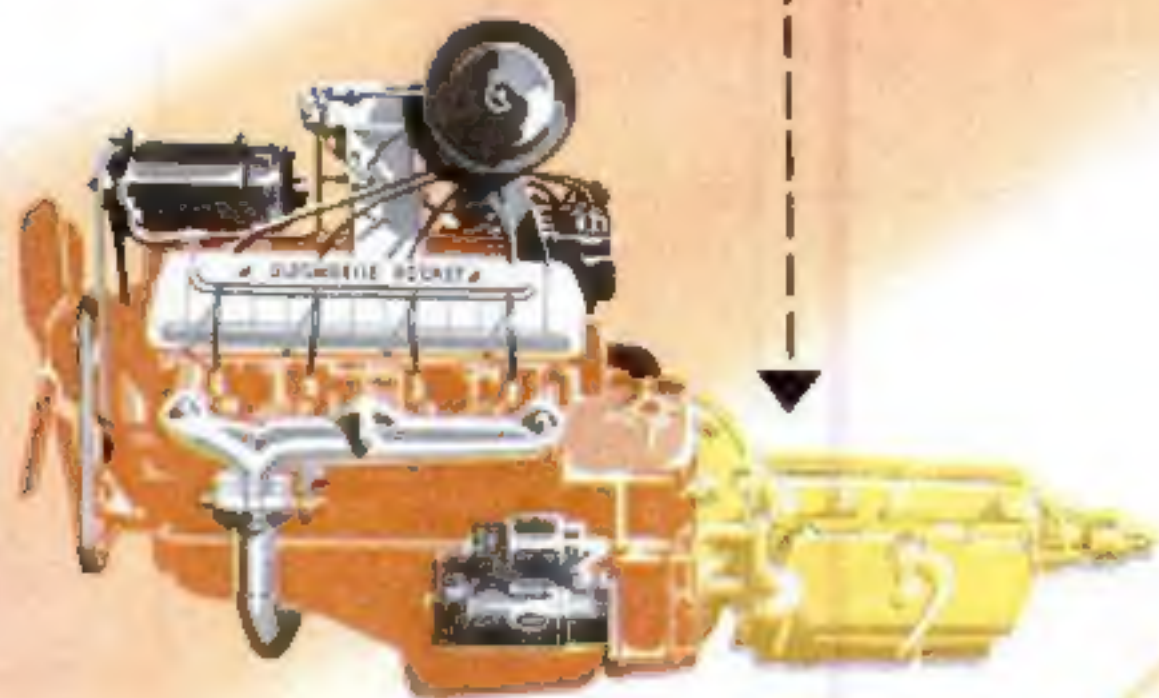




TO MATCH THE INCOMPARABLE  
SMOOTHNESS OF THE "ROCKET"...



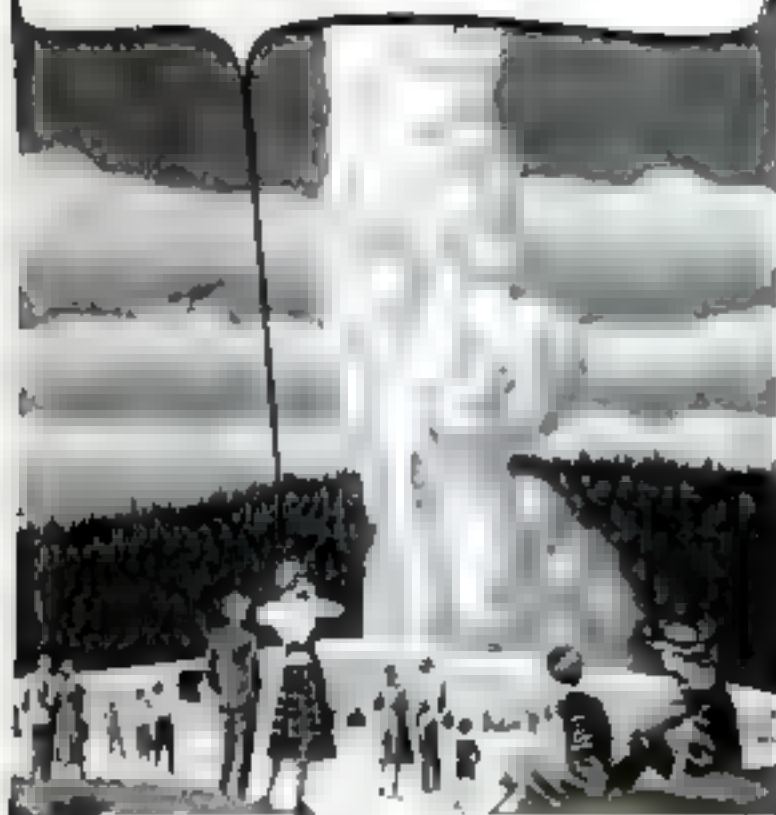
OLDSMOBILE ANNOUNCES  
**NEW** *Whirlaway*  
**HYDRA-MATIC DRIVE**



Now . . . a new *Futuramic* transmission . . . the perfect partner of thrilling "Rocket" power! Oldsmobile presents New Whirlaway Hydra-Matic Drive . . . the brand new drive designed for—and made possible by—Oldsmobile's famous "Rocket" Engine. Whirlaway Hydra-Matic translates the "Rocket's" blazing life into a tide of smooth and silent motion. Whirlaway Hydra-Matic teams with the "Rocket" to give instant, fluent response to your commands—in traffic and on the highway alike. Only in Oldsmobile, this completely new partnership of power and performance. And it's yours soon, in a great new series of *Futuramic* Oldsmobiles! Plan now to go ahead . . . own an Olds!



**"OLD FAITHFUL"**  
Known to all Travelers  
**NATIONAL CITY BANK**  
**TRAVELERS CHECKS**



On ANY trip . . . business or pleasure . . . carry with you the "Old Faithful" that every traveler knows . . . National City Bank Travelers Checks. Safe, Spendable everywhere . . . refunded promptly if lost or stolen. Cost 75¢ per \$100. Buy them at your bank.

**NATIONAL CITY BANK**



**TRAVELERS CHECKS**

BACKED BY THE NATIONAL CITY BANK OF NEW YORK  
*First in World Wide Banking*  
Member Federal Deposit Insurance Corporation

**COLD-STUFFED  
NOSE FEELS  
CLEARER  
IN SECONDS!**

with the  
handy  
**VICKS  
INHALER**

**It's so effective!**

Just a single whiff of this Vicks Inhaler brings greater breathing comfort. Makes cold-stuffed nose feel clearer almost instantly!

**It's so handy**

you can carry it in your pocket or purse. Use it anywhere, anytime. For greater breathing comfort, get one today.



By makers of  
**VICKS VAPORUB**

**LIFE**

EDITOR-IN-CHIEF . . . . . Henry R. Luce  
PRESIDENT . . . . . Roy E. Larsen  
EDITORIAL DIRECTOR John Shaw Billings

**BOARD OF EDITORS**

Daniel Longwell . . . . . CHAIRMAN  
Edward K. Thompson . . . . . MANAGING EDITOR  
Wilson Hicks . . . . . EXECUTIVE EDITOR  
John Osborne, John Chamberlain  
Charles Tudor . . . . . EDITORIAL PAGE  
Fillmore Calhoun, Marland Edey,  
Folmet Hughes, Sidney L. James,  
Joseph Kastner, Philip H. Wootton Jr.

**STAFF WRITERS**

Noel F. Busch, Robert Coughlan, Ernest  
Havemann, Oliver Jensen, Charles J. V.  
Murphy, Winthrop Sargeant.

**STAFF PHOTOGRAPHERS**

Ray Marsland, assignments O. A.  
Graubner (darkroom), Jack Burns, Cornell  
Copa, Edward Clark, Ralph Crane, Lewis  
Dean, David Douglas, Duncan, Alfred  
Eisenstaedt, Eliot Elisofon, J. R. Eyerman,  
S. R. Farbman, Andreas Feininger, Albert  
Fenn, Herbert Gehr, Fritz Goro, Alan  
Grant, Bernard Hoffman, Yale Joel, Mark  
Kaufman, Dmitri Kessel, Wallace Kirkland,  
Nina Leen, Thomas McAvoy, Francis  
Miller, Ralph Morse, Gordon Parks, John  
Phillips, Michael Rager, Walter Sanders,  
Franz Seherer, Joe Scherschel, George  
Silk, George Skodina, W. Eugene Smith,  
Peter Stackpole, Charles Steinheimer, Wil-  
liam J. Surita.

**ASSISTANT EDITORS**

Officer Allen, Herbert Brown, Earl Brown,  
Robert Campbell, John Dille, David Dre-  
man, Gene Farmer, William P. Gray, Wil-  
liam Jay Lord, George Hunt, Richard W.  
Johnston, Sally Kirkland, Percy Kynth,  
Kenneth MacLeish, Tom Priddy, Claude  
Starr, John Thorne, Margit Varga, Robert  
Walton, Robert Weirick, A. B. C. Whipple,  
Richard L. Williams.

**RESEARCH STAFF**

Marian A. MacPhail . . . . . CHIEF  
Assistants: Jo Sheehan, Irene Saint, Valerio  
Vandermaill.

REPORTERS: Ruth Adams, Constance Bab-  
ington-Smith, Barbara Ballou, Mary Eliza-  
beth Barber, Rowland Barber, Margaret  
Bassett, Mithille Camacho, Tom Car-  
michael, Ruth Deane, Kay Downing, Laura  
Ecker, Jane Eaton, Phyllis Feldkamp, Ger-  
trude Fohn, Jean Ferriss, Honor Fitzpat-  
rick, Nancy Gensel, Doris Gerschner, Pat-  
ricia Gilbert, Ralph Graves, Clarence Hafner,  
Terry Harman, Jacquelyn Hinds, Jean Holt,  
Sally Iselin, Edwin Kern, Helen Lanou-  
ette, Mary Leatherbee, James Leventhal,  
Marcia Lewis, Jeanne LeMonnier, Gerald-  
ine Lux, Dana Munro, Eleanor Parish,  
Joan Rater, Jane Ricker, Dorothy Seib-  
ring, George Shiras, Kathleen Skerf-  
vick, Ruth Smith, Holly Sonnenfeld, Iola Stetson,  
Margaret Swope, London Wainwright, Jane  
Wilson, Monica Wyatt, Warren Young.

COPY READERS: Helen Deuell (Chief),  
Bernice A. Johnson, Hilda Edson, Dorothy  
Lison, Rachel Tuckerman.

**INDEXING**

Dorothy Hoover . . . . . CHIEF  
Alma Hazleton, library; Natalie Kosek,  
Jane Barcus, Barbara Brewster, Mary Carr,  
Betty Doyle, Margaret Goldsmith, Jeanne  
Hart, Ruth Lester, Maude Milaz, Helen  
Rounds, Margaret Sargent.

**LAYOUT**

Michael Phillips, Bernard Quint, William  
Calagher, Hilda Adelberger, Matt Greene,  
Earl Welsh, Anthony Sodaro, Frank Stock-  
man, Dorothy Wilkin, Alfred Zingaro.

**NEWS SERVICES**

DOMESTIC: Robert T. Elson (Chief), Law-  
rence Laybourne, Coles Purney, Jean Snow,  
Bureau—WASHINGTON: James Shepley, Ed-  
ward F. Jones, Robert Parker, Ruth Thom-  
as, James Truitt, Chicago: Hugh Moffett,  
Frank Champion, Charles Champlin, Nor-  
man Ross, Los Angeles: Fritz Goodwin,  
Gene Cook, John Bryson, Robert Calta,  
Stanley Flink, Jeanne Stahl, Theodore  
Strauss; ATLANTA: William S. Howland, Ron  
Raynolds, Boston: Jeff Wylie, Don Morris,  
DALLAS: William Johnson, Milton Orsini-  
sky, DENVER: Barton Beshoar, DETROIT:  
Fred Collins, Robert Drew, SAN FRANCISCO:  
Martin O'Neill, David Zeitlin; SEATTLE:  
James L. McConaughy Jr.

FOREIGN: Manfred Gottfried (Chief of Cor-  
respondents), Eleanor Welch, G. W. Char-  
coul. Bureau—LONDON: Eric Gibbs,  
George Calvane, Frances Levison, Patricia  
Beck, Joann McQuiston, Monica Horne,  
PARIS: Andre Laguerre, John Jenkinson,  
John Stanton, Barbara O'Connor, Leo  
Elitman, Dora Jane Hamblin, BERLIN:  
Enno Hobbins, Will Lang, David Richard-  
son, Rome: George E. Jones, John Luter,  
ATHENS: Mary Barber, BOMBAY: Robert  
Lubar, BANGOR: Elmer Lower, TOKYO:  
Carl Mydans, MEXICO CITY: Robert Spiers,  
Benjamin Rio de Janeiro: William W.  
White, BUENOS AIRES: Robert Neville.

**PUBLISHER**

Andrew Heiskell

**ADVERTISING MANAGER**

Clay Buckhout

Are you  
reducing  
tooth decay  
with **Amm-i-dent\***  
ammoniated  
Tooth Paste?



**\*YOU SHOULD**, because . . . (1) only the Amm-i-dent formula can show pub-  
lished proof that it actually *reduced* tooth decay; (2) sworn dental records show  
Amm-i-dent helped prevent cavities with 4 out of 5 users; (3) more dentists  
recommend Amm-i-dent than any other dentifrice.

\*Trade Mark

Amm-i-dent is available in Tooth Paste or Tooth Powder form









**BICYCLE** carries Plant Manager J. F. Mort in the high factory's wilderness of tubes, ducts and humming motors.

## SPEAKING OF PICTURES

Wall-less factory makes  
new industrial patterns

The bizarre entanglement of Euclidean shapes at left is a factory which has no walls. It was built at Corpus Christi, Texas, by the Corn Products Refining Company, as part of a plant to process milo maize, a grain sorghum native to the Southwestern U.S., into starches, sugars and cattle feed. Since this involves considerable danger from dust explosions and acid fumes, the company decided to obviate them as much as possible by capitalizing on the natural air conditioning afforded by the nearby Gulf of Mexico's steady winds. It built a plant of 21 buildings with virtually no walls, so that the breeze can blow through them, taking off the dust and fumes. Since the 140-acre, \$20-million plant is highly mechanized, it requires only 250 workmen, mostly to turn switches and handle electronic controls. Protected from rain and sun by sun-shades on the buildings' eaves, the men work in comfort and comparative isolation.

← **MILHOUSE** has no walls except for a glassed-in staircase. Whole building requires only six workers.

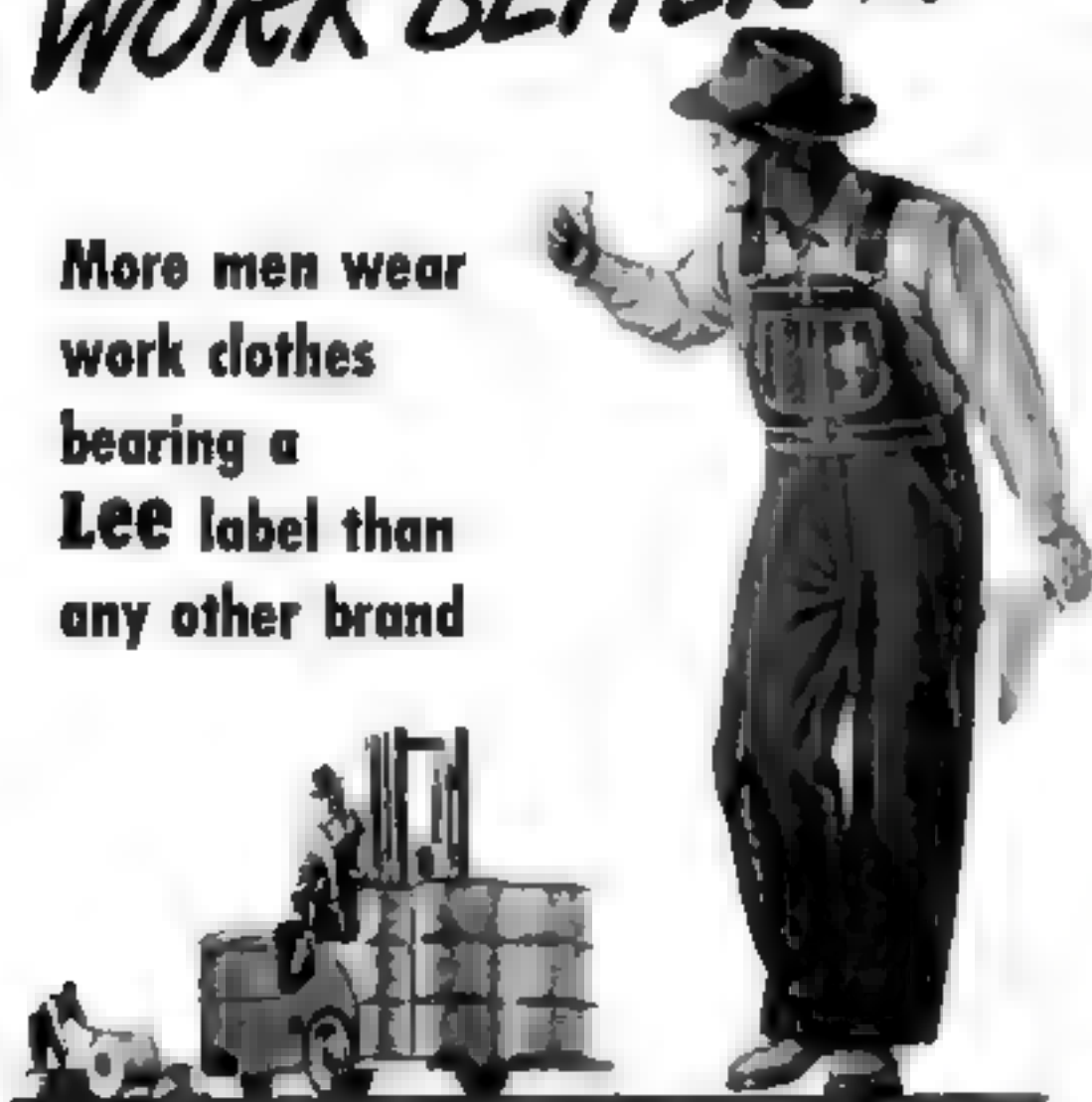


**You LOOK BETTER in Lee**  
AUTHENTIC WESTERN COWBOY PANTS



**You WORK BETTER in Lee**

More men wear  
work clothes  
bearing a  
**Lee** label than  
any other brand



**There's a Lee for every job!**



Overalls • Union-Alls  
Matched Shirts and Pants  
Dungarees • Riders (Cowboy Pants)  
Overall Jackets

Buy Lee Work Clothes at  
Leading Stores Coast-to-Coast

**THE H. D. LEE COMPANY, Inc.**

Kansas City, Mo.  
Minneapolis, Minn.  
Tranton, N. J.  
San Francisco, Calif.  
South Bend, Ind.



COPYRIGHT 1960  
THE H. D. LEE CO., INC.

**WORLD'S LARGEST MANUFACTURER OF UNION-MADE WORK CLOTHES**

**WALL-LESS FACTORY** CONTINUED



**MAN-LIFT** carries a workman from floor to floor in sugar refinery. Buildings, designed by H. K. Ferguson Co., are of bluish brick to reduce sun glare.



# PARIS... GAY, ALLURING

MASKING A STRANGE ADVENTURE!

World's most exotic, most mysterious city... sparkling with gaiety, night life ...while beneath the surface of all this glitter there throbs the drama of the most extraordinary, most exciting manhunt ever to hold you spellbound!



CHARLES LAUGHTON  
*The Hunter*

FRANCHOT TONE  
*The Hunted*

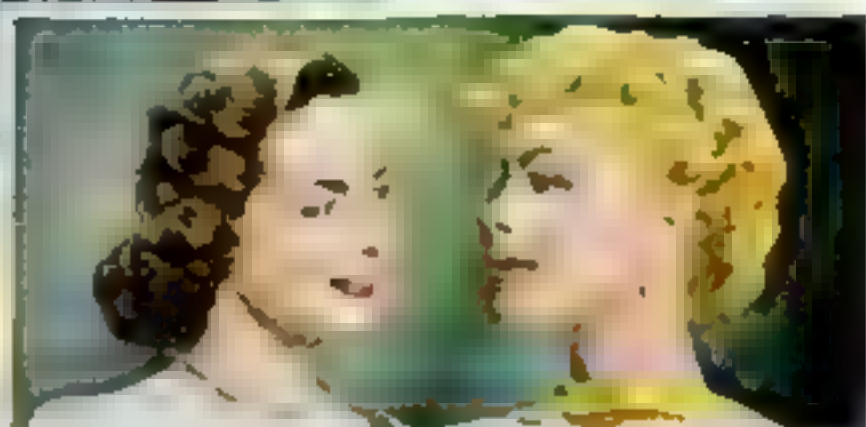


BURGESS MEREDITH  
*The Suspect*

ROBERT HUTTON  
*The Platter*



BELITA... *The Girl of the Shadows*



PATRICIA ROC  
*The Jealous Wife*

JEAN WALLACE  
*The Other Woman*

A & T FILM PRODUCTIONS, INC.  
presents

**CHARLES LAUGHTON**  
**FRANCHOT TONE**  
**BURGESS MEREDITH**  
**ROBERT HUTTON**  
and the CITY OF PARIS

## THE MAN ON THE EIFFEL TOWER

Filmed in **Ansco Color**

Also Starring **JEAN WALLACE · PATRICIA ROC**  
and **BELITA**

from the Novel "A Battle of Nerves"  
by GEORGES SIMENON

Produced by IRVING ALLEN • Directed by BURGESS MEREDITH  
Screen Play by HARRY BROWN • Distributed by RKO Radio Pictures



*As seen in*

*Harper's*

*Bazaar*

•

*Designed by*

*Carolyn*

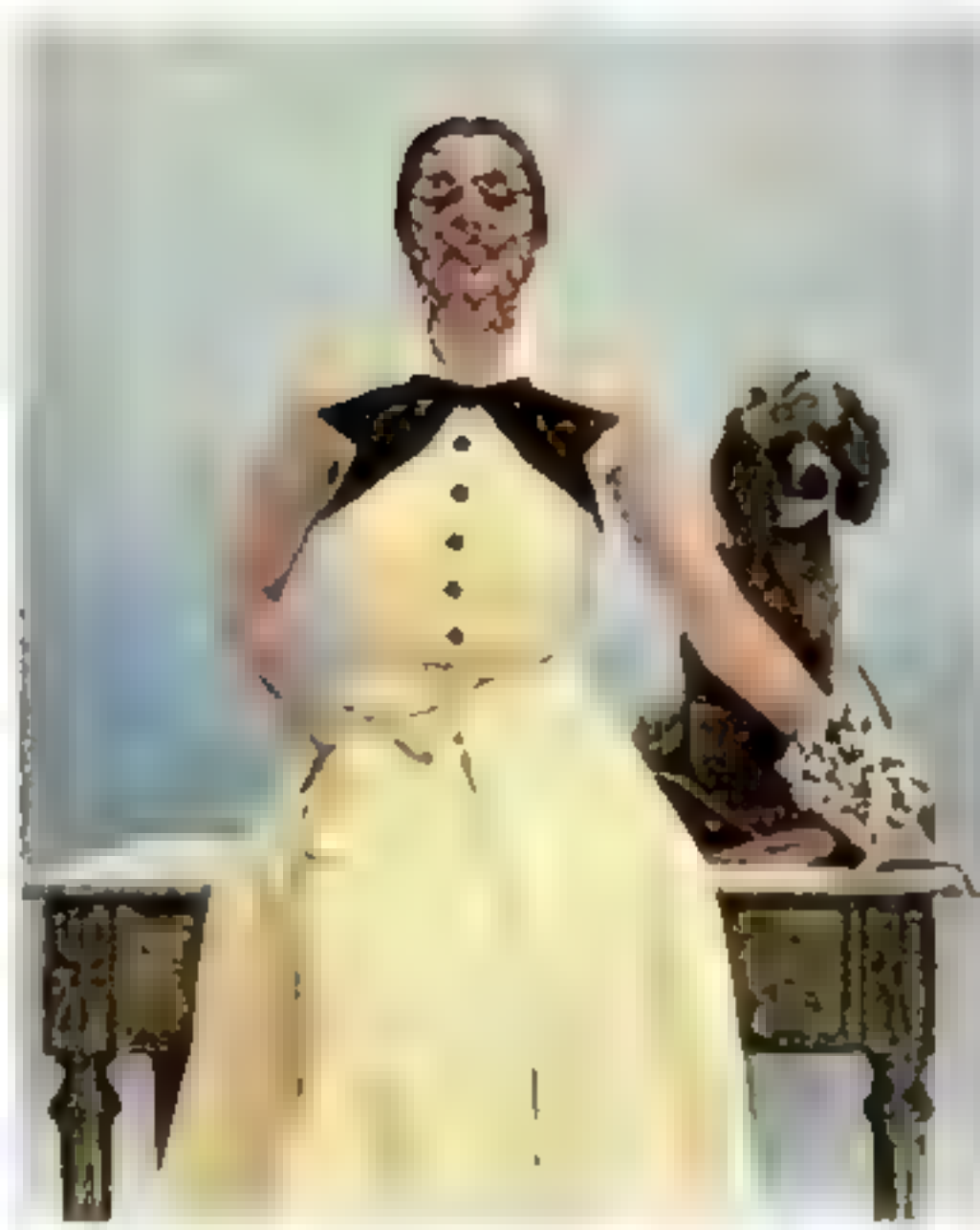
*Schnurer*

•

*It's a*

*Dan River*

*Fabric*

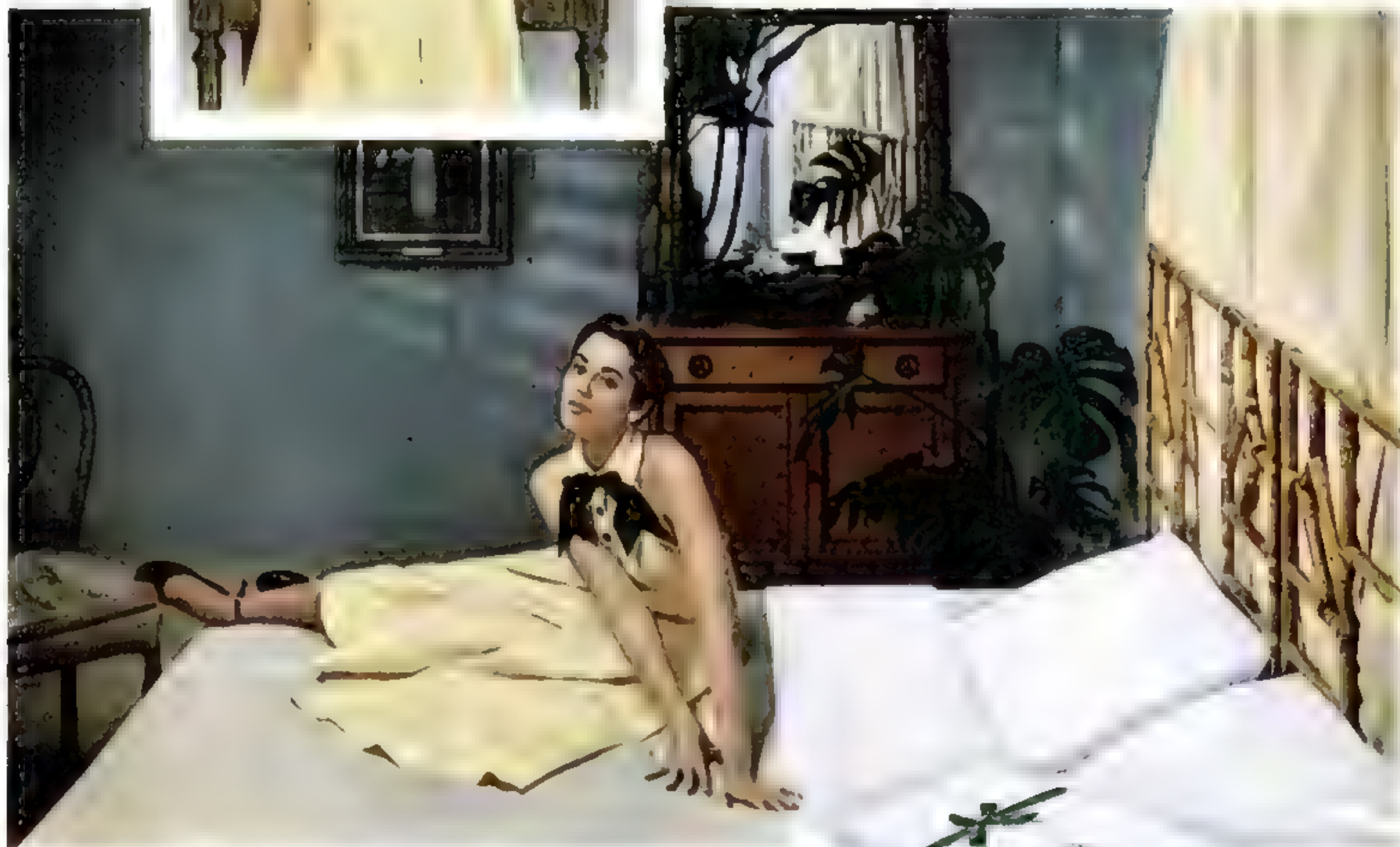


*Long-wearing DAN RIVER SHEETS*

*are made by the same folks*

*who make your wonderful*

*Dan River Dress Fabrics*



Yes, when you ask for Dan River Sheets you are asking for the name you *know* means quality. Smooth...gleaming white as sunlight on snow...Dan River Sheets are, above all, woven for wear. Washday after washday they come back cotton-fresh as the day you bought them.

The next time you replenish your linen closet, ask for Dan River's utility muslin, or Dan River's luxury muslin, or the new exquisite combed percale. Better still, buy all three so that your whole family can "sleep beautifully on Dan River Sheets".

*Sleep Beautifully*  
ON  
**DAN RIVER  
SHEETS**





COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1950 BY TIME INC.

## CONTENTS

### THE WEEK'S EVENTS

U.S. SCIENCE HOLDS ITS BIGGEST POWWOW AND FINDS IT HAS A NEW EINSTEIN THEORY TO PONDER.....	17
EDITORIALS: RAMBLING PENSIONS OUT OF THIS WORLD OF NEWS AND HORSES RUDOLPH AND THE STINKERS.....	24
DEATH CLIMAXES SAFETY DEMONSTRATION.....	25
THE DOOR OPENS ON A HOLY YEAR.....	28
NOISE ANNOYS "NEW YORKER".....	30
ANGUS WARD IS LIBERATED.....	35
CHRISTMAS TREE SETS FIRE TO TOWN IN PENNSYLVANIA.....	36

### PHOTOGRAPHIC ESSAY

THE DRAMA OF MEXICO.....	54
PHOTOGRAPHED FOR LIFE BY LEONARD McCOMBE	

### ARTICLE

THE DOG'S FREUD, by HERBERT SPEAN.....	69
--	----

### MOVIES

BICYCLE THIEF.....	43
--------------------	----

### AVIATION

27-MPH PLANE.....	81
-------------------	----

### BOOKS

GESTURE LANGUAGE.....	71
-----------------------	----

### FASHION

JEWELLED SHOES.....	85
---------------------	----

### ANIMALS

COMEBACK FOR ELEPHANT SEAL.....	88
---------------------------------	----

### OTHER DEPARTMENTS

LETTERS TO THE EDITORS.....	2
SPEAKING OF PICTURES: WALL-LESS FACTORY MAKES NEW INDUSTRIAL PATTERN.....	10
LIFE CONGRATULATES.....	38
LIFE VISITS A SCHOOL FOR FUTURE BROADWAY STARS.....	92

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



### LIFE'S COVER

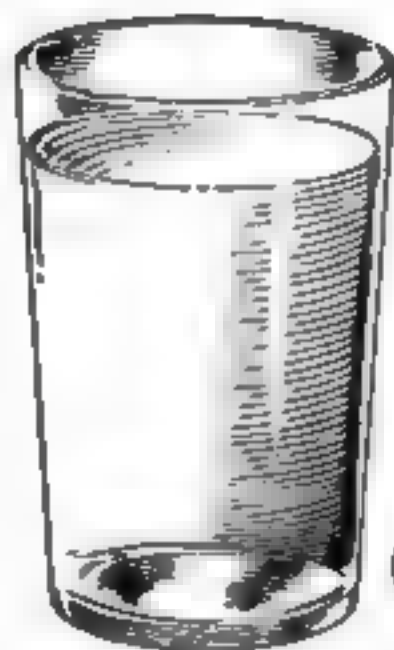
The scene of this week's cover of LIFE is a balcony of the Reforma Hotel in Mexico City. The lady on it is Norma de Landa, an actress and model whose classic Latin features contrast vividly with the severe lines of the modern buildings rising in the background. Norma's looks and Mexico's skyscrapers are only one aspect of the constant clash of traditions and cultures which produce the violence, the beauty and paradoxes which are characteristic of Mexico today. For a glimpse of some other elements in the drama of Mexico, see pages 54 through 67.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—LEONARD McCOMBE	28, 29—JACK BURNS (2), SLIM AARONS (2)—SLIM AARONS
1—LT. MARTHA HOLMES. BY ED MILEY FOR DALLAS NEWS	JACK BURNS
2—BY WILLIAM J. SUMITS	30—CORDELL CAPA FOR BRANIFF
3—FERNAND BOUGRES COURTESY MRS. GRETA TRYGGER, NATIONAL GALLERY OF ART (KRESS COLLECTION)	31—CARL MYDANS FOR 60 <sup>th</sup> CENT. NEWS
18, 19, 20—JOE SCHERSCHEL	32, 33, 34—H. G. WALKER FOR LIFE, LIFE AND LIFE CHARLES NORMEROCK
17—ERIC SCHALL	35—L7 NEW YORK DAILY MIRROR—INT. BY INT. CLYDE THOMPSON—© 1949 THE CHICAGO TRIBUNE—NEW YORK NEWS SYNDICATE, INC.
16, 18—© ARNOLD NEWMAN—ALBERT FENN FOR LIFE	42—MAYER BURSTYN, INC. FOR DE SICA PRODUCTIONS—JEAN HOWARD FOR PIX
24, 25—LT. BERNARD HOFFMAN—J. A. CARLILE, ROCKEFELLER INSTITUTE (3), GEN. ALFRED EISENSTAEDT FOR PIX, INDIANA UNIVERSITY NEWS PHOTO, ERIC SCHALL, BERNARD HOFFMAN, FRANCIS MILLER, THOMAS D. McAVOY A.P., ALFRED EISENSTAEDT FOR PIX, MURRAY GARRETT FOR G. H. ROBERT W. KELLEY, MICHAEL ROUGIER, BERNARD HOFFMAN, LT. BERNARD HOFFMAN—HIGH-ALTITUDE OBSERVATORY OF HARVARD UNIVERSITY AND UNIVERSITY OF COLORADO (4)	43, 44—MAYER BURSTYN, INC. FOR DE SICA PRODUCTIONS
21—ALFRED EISENSTAEDT FOR PIX	51—TALIE JOEL
22—IDA WYMAN	52—THOMAS D. McAVOY
23—CHARLES HECKMAN FOR PITTSBURGH PRESS	53 THROUGH 57—LEONARD McCOMBE
26, 27—JACK BURNS FOR LIFE	58—JERRY COOKE—JAMES THURBER CARTOON FROM "HOW TO RAISE A DOG" BY KIRK AND HONEYCUTT PUBLISHED BY SIMON AND SCHUSTER © 1938 BY ANN H. MCKELWAY
	70, 72, 73—JERRY COOKE
	71, 69, 67—ALBERT FENN
	65, 66—HWA-LEEN
	68, 71—LIEUT. DONALD WOCHLER
	82 THROUGH 86—ALFRED EISENSTAEDT FOR PIX

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; G.H., GRAPHIC HOUSE; INT., INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPRODUCTION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

# Here's Why You Need Bayer Aspirin When You Have A Cold



At the first sign of a cold—before you do anything else—take two BAYER ASPIRIN tablets with a full glass of water. Here's why:

When you have a cold, it's almost invariably accompanied by a headachy, feverish feeling and muscular aches and pains. And it's very important to your well being that you treat these distressing symptoms with a medication that will *relieve* them... *relieve* them quickly. By taking BAYER ASPIRIN at the first sign of a cold, you'll get this important relief.

No matter how you try to stop or shorten a cold, we believe that your own doctor will tell you that this is sound advice.

And when you use BAYER ASPIRIN, you'll discover why millions have followed this advice with remarkable results. For BAYER ASPIRIN works fast. It's actually ready to go to work in two seconds, to bring you amazingly quick relief from these painful cold symptoms.

This two second speed is something you can see with your own eyes by dropping a BAYER ASPIRIN tablet in a glass of water and "clocking" its disintegration.



When your cold causes a sore throat, gargle with three BAYER ASPIRIN tablets dissolved in one-third of a glass of water. This makes a highly potent medicinal gargle that almost instantly soothes tender throat membranes, relieves pain and irritation.

Besides being effective, BAYER ASPIRIN is also gentle. Its single active ingredient is so gentle to the system that doctors regularly prescribe it even for small children.

Keep BAYER ASPIRIN handy. When you buy, be sure to ask for it by its full name—Bayer Aspirin—not just for "Aspirin" alone.

Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine

# BAYER ASPIRIN





## HOLD IT! We want you in the picture

WE WANT YOU in the picture whether you're one of the 25,000,000 members of the Prudential family or not. As The Prudential enters its seventy-fifth year, our portrait, to be really complete, should include just about everyone in America.

For seventy-five years, The Prudential has provided life insurance for people in all walks of life. And while providing a measure of security for these millions of families, it has helped *all America* to grow and prosper.

Since 1875, money paid in to The Prudential by its policyholders has been *invested* in America. Almost every person in the United States and Canada has benefited in some way by The Prudential's investment program. Millions of dollars have been invested in local, state and national developments. There have been thousands and thousands of Prudential loans to farmers, businessmen

and homeowners all over the country.

Prudential loans helped the railroads knit the continent together . . . helped public utilities reach out to every corner of the land . . . and are now helping to relieve the postwar housing shortage. The interest earned on these investments has enabled The Prudential to provide life insurance protection at a far lower cost than would otherwise be possible.

Through all the years, while providing security for your loved ones, The Prudential has kept pace with progress in America.

★

*Enjoy the Prudential Family Hour of Stars—Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.*



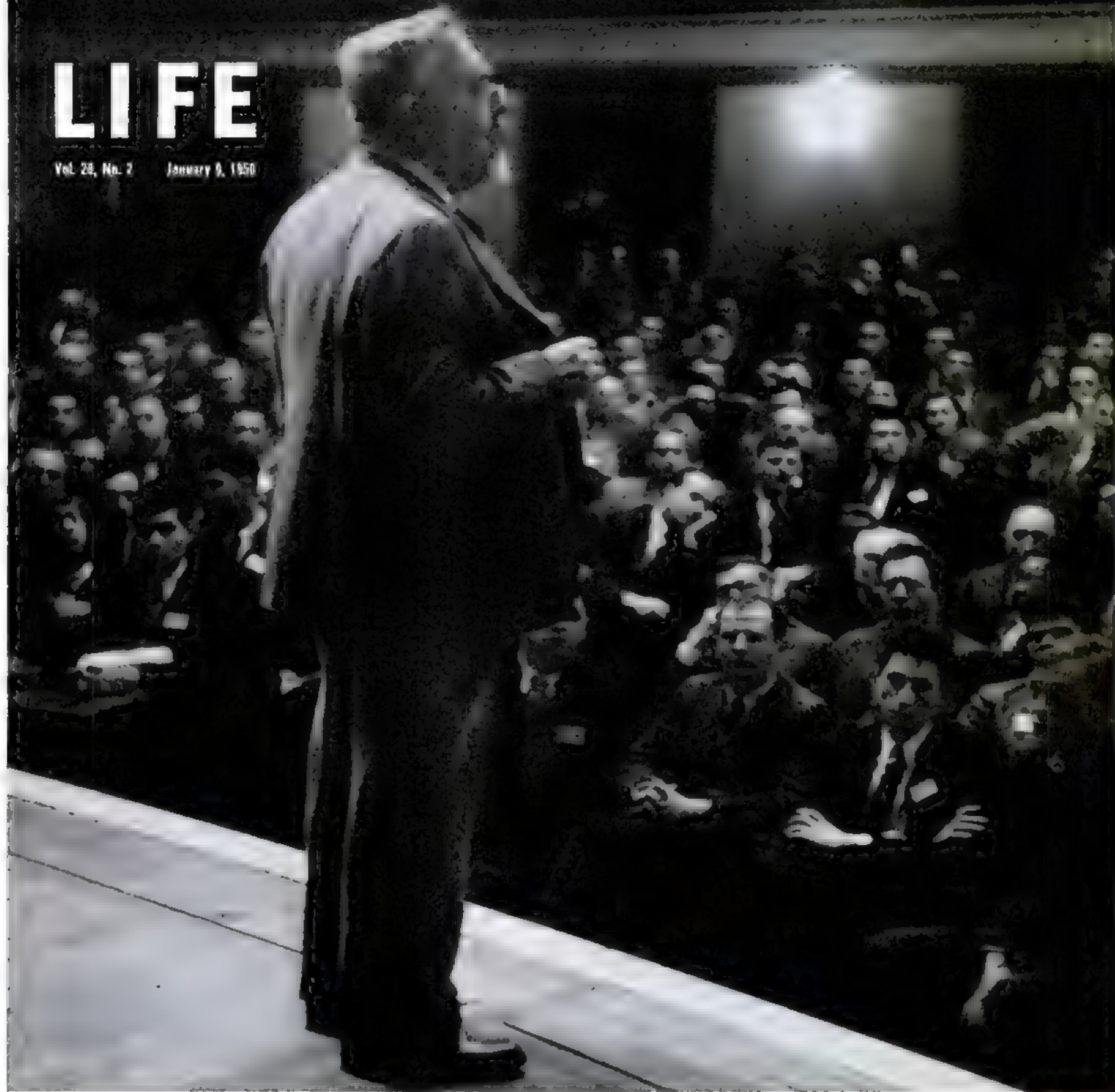
**THE PRUDENTIAL**  
INSURANCE COMPANY OF AMERICA  
*A mutual life insurance company*  
HOME OFFICE: NEWARK, NEW JERSEY  
WESTERN HOME OFFICE: LOS ANGELES, CALIF.

**THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT**



# LIFE

Vol. 28, No. 2 January 9, 1950



TO AN AUDIENCE OF FELLOW SCIENTISTS M.I.T.'S NORBERT WIENER DESCRIBES HOW NEW VIBRATORS ATTACHED TO FINGER TIPS MAY HELP THE DEAF TO HEAR

## U.S. SCIENCE HOLDS ITS BIGGEST POWWOW

The popular conception of the scientist as an anti-social fellow who tends to stick to his laboratory, and to lose his hat and/or umbrella whenever he ventures out, is about as scientific as most generalizations. Last week some 10,000 men of science disproved it. Leaving their dens and labs, they descended on New York for the 116th and biggest meeting of the 102-year-old American Association for the Advancement of Science. Except for a tendency to stay out of nightspots, they behaved much as any convention-goers, doing a little cocktail-drinking, a lot of banqueting and a tremendous

amount of business at hundreds of meetings in half a dozen hotels and auditoriums. It was a great week for scientists to look up old friends or better jobs and to get filled in on the news from the extended frontiers of knowledge, including the latest and perhaps greatest news from Dr. Einstein (p. 22). The A A A S had come a long way from its maiden meeting in 1848, when it heard 64 papers on only a few fields: natural history, geology, general physics, fossils, and ocean winds and currents. Last week's meetings heard 2,150 papers on everything from evolution to parasitology (pp. 20, 21), in-

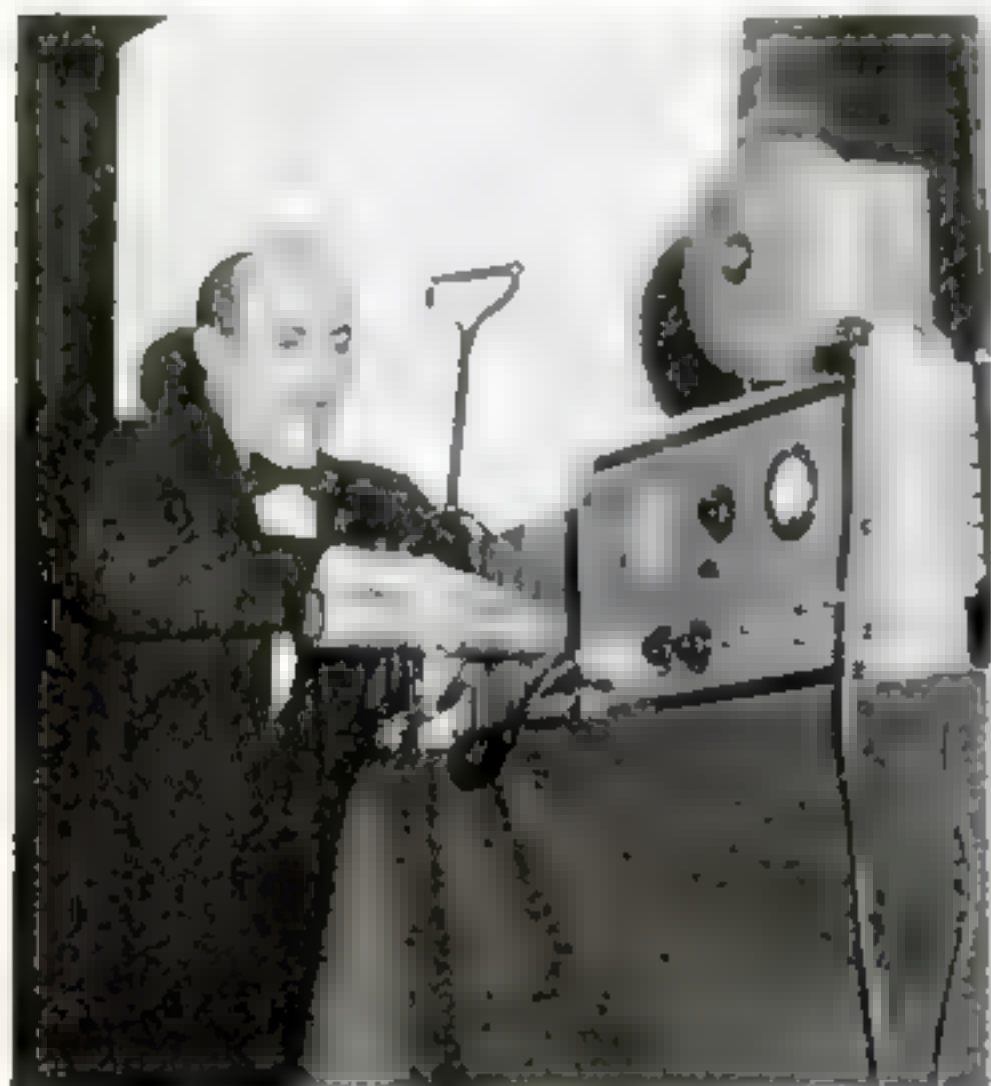
cluding "An Experimental Study of the Possible Sensory Cues Involved in the Responses of *Alligator mississippiensis* to the Sounds of the French Horn." And for the first time (so far as anyone could remember) since *The Origin of Species* an A A A S symposium was devoted to a single book, the Kinsey Report. For those who argued that in coming thus far and bringing on the atomic age science had outdistanced man's spirit, President Elvin Stakman had a terse answer: "Science cannot stop while ethics catches up . . . and nobody should expect scientists to do all the thinking for the country."





**EMINENT MEN OF SCIENCE**, representing the 16 main sections and the affiliates of the A.A.A.S., met for this picture after the presidential reception in New York's Statler Hotel—may be the greatest aggregation of scientific brainpower ever assembled before America. They are: 1 T.W. McCamery, parasitology, McGill University; 2 Karl Link Hertz, physics, Purdue University; 3 C. West Churchman, philosophy of science, Wayne University; 4 J. P. Scott, animal behavior, Jackson Memorial Laboratory; 5 Ross F. Nye, protozoology, New York Zoological Society; 6 Raymond C. Moore, geology, University of Kansas; 7 H. J. Muller, genetics, Indiana University; 8 Horace

W. Norton, biometry, Atomic Energy Commission; 9 Norman D. Newell, evolution, American Museum of Natural History; 10 Paul A. Weiss, embryology, University of Chicago; 11 Francis D. Curtis, science education, University of Michigan; 12 Clara M. Taylor, nutrition, Columbia University; 13 Harlow J. Van Cleave, general zoology, University of Illinois; 14 Joseph H. Bodine, general physiology, University of Iowa; 15 Leonard S. Cottrell Jr., sociology, Cornell University; 16 Benjamin H. Wegman, economics, Industrial College, Armed Forces; 17 Carl R. Moore, endocrinology, University of Chicago; 18 Claude E. Zollik, limnology, Scripps Institution; 19 President Elvin C.



**ATOM-SPLITTING** demonstration, part of opening-night public lecture on nuclear physics, is conducted by bracketed Professor J. R. Dunning, Columbia physicist, shown putting a control rod into a small nuclear reactor.



**BULL SESSION** absorbs Biochemist C. N. H. Long and Pharmacologist Otto Loewi (right), 1936 winner of Nobel Prize in medicine, after Dr. Long finished reading his paper on glandular secretions to a convention audience.



**SYMPOSIUM** on adrenal cortex drew overflow crowds to each of the four sessions because of scientists' interest in exciting new advances in hormone therapy. Presiding here is Dr. Dwight J. Ingles (right), an Upjohn Company





Stakman, phytopathology, University of Minnesota; 20 Margaret Mead, anthropology, American Museum of Natural History; 21 Retiring President Edmund W. Sinnott, plant morphology, Yale University; 22 President-elect Roger Adair, chemistry, University of Illinois; 23 Charles F. Roos, econometrics, Econometric Institute; 24 W. R. Woolrich, engineering, University of Texas; 25 John K. Wright, geography, American Geographical Society; 26 L. H. Tiffany, physiology, Northwestern University; 27 Alfred H. Washburn, child development, University of Colorado; 28 Gordon J. Washburn, mathematics, University of Virginia; 29 Clarence E. Tait, microscopy, Ohio State University;

30 John P. Shea, ecology, Department of Agriculture; 31 Harlow Shapley, astronomy, Harvard University; 32 Wendell H. Camp, plant taxonomy, Academy of Natural Sciences; 33 Alan Gregg, medical science, Rockefeller Foundation; 34 Edwin C. Conklin, cytology, Princeton University; 35 Percival M. Symonds, psychology, Columbia University; 36 Paul M. Patterson, bryology, Hollins College; 37 Harold Hotelling, statistics, University of North Carolina; 38 Firman E. Bear, agronomy, Rutgers University; 39 William C. Steere, general botany, University of Michigan; 40 Frederick K. Sparrow, mycology, University of Michigan; 41 Gerrit Bevelander, dentistry, New York University.



researcher. Earlier, in reading his own paper, Dr. Ingle told how several of his laboratory rats had been made to secrete fatal amounts of hormones, and cracked that "these rats might have said, 'My adrenals are killing me.'"



**YOUNG AND OLD** phytopathologists chat about their favorite topic, plant diseases. Amado Ayson, a Filipino, is working for his doctorate under Dr. M. T. Cook of Louisiana State, who is attending his 50th A A S meeting.



**ANTHROPOLOGY** symposium on "Mind, Culture and Individuality" holds attention of goateed Dr. A. L. Kroeber, retired University of California professor and an ex-president of the American Anthropological Association.





## STUDY OF PLANT TUMOR GROWTH WINS TOP AWARD

The highest honor given by the A. A. A. S.—a \$1,000 prize for outstanding contribution to science—went this year to 38-year-old phytopathologist A. C. Braun of the Rockefeller Institute for his work on plant tumors. In his study of crown gall disease, a bacterial infection which produces growths on plants, Braun discovered that the germ caused tumors continued to grow even after the germ that caused them was destroyed. He also found that germ-free tumor tissue, unlike normal vegetable matter, would grow indefinitely in a culture medium. Like cancers, these plant galls grow by the wild, spontaneous multiplication of abnormal cells (photomicrograph, below). The cause of such cell division in cancer is not known, but Braun believes that in plant galls it results from the action of some protein substance. Crown gall and cancer are not related, but the processes involved in both are so similar that this new information about malignancies in plants may lead to new understanding of malignancies in humans.



CROWN GALL TUMOR ON TOMATO PLANT



PIECES OF TUMOR GROW IN A FLASK



TUMOR CELLS HAVE MULTIPLE NUCLEI

Scientists' POWWOW CONTINUED

## THESE A.A.A.S. SPEAKERS REPORTED SOME OF YEAR'S BIG DISCOVERIES



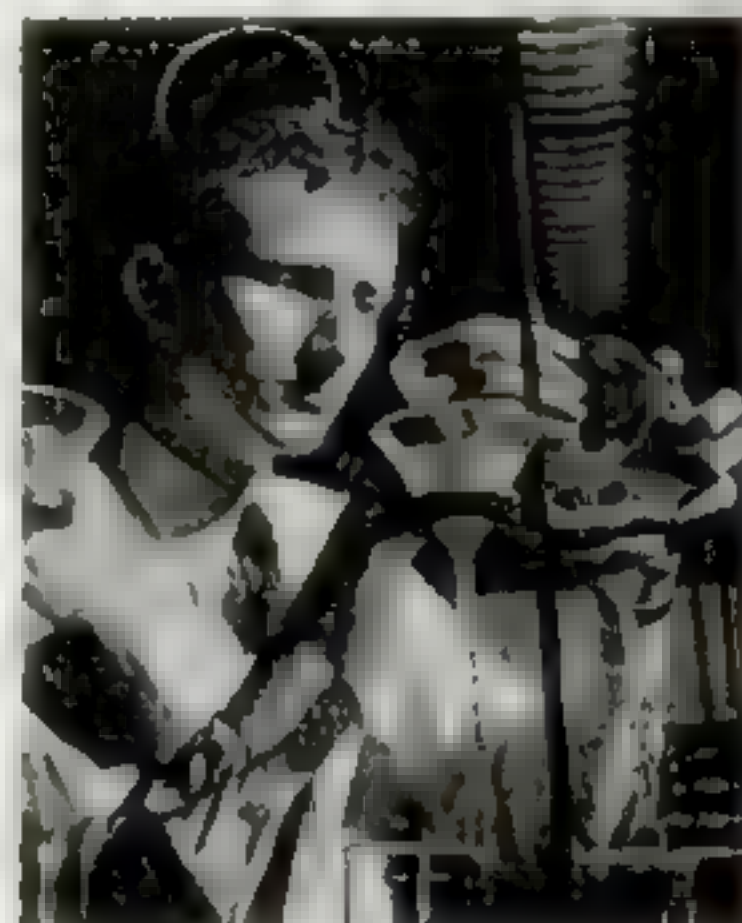
**PHYSIOLOGIST** Seymour Kety won an award with technique for measuring the human brain's use of food, oxygen and sugar. Method makes possible, for first time, exact study of how these drugs, not only tension and disease, but even metabolism,



**GENETICIST** Betty Davenport was honored for proving that a child's mental capacity is partly determined by genes in chromosomes and is not entirely a product of nature's gifts. She says that some cases of "louse-brain" do point the way to a cure.



**PSYCHOLOGIST** P. S. Sherringer's paper was one of most provocative at convention. He reported success in teaching man with severed spinal cord to walk, indicating other parts of central nervous system, not just the brain, have the ability to learn.



**ECOLOGIST** Howard Olsen proved that the ocean's chemical composition has remained the same for 40 million years. He did this by showing that the present ocean is a perfect copy of the ocean that existed 40 million years ago.



**VIROLOGISTS** J. Bonner, S. Wildman and R. Owen reported that when viruses invade plants they spread disease by organizing healthy plant protein into new masses of virus. This discovery provides a clue to the origin and nature of viruses.



**PHYSICAL CHEMIST** Karl Salner described a new kind of artificial membrane which so closely resembles those in human body that it will be a valuable means of learning how cells draw nourishment through their membranes surrounding them.



The 15 scientists below, most of whom are shown at work in their own laboratories, presented some of the most noteworthy of the 2,150 papers read at the A.A.A.S. meetings. No two of them are members of the same branch of science, and for the most part their subjects of study are as dissimilar as their vocations. Yet three of their reports dealt directly or indirectly with cancer, a problem big enough to command the attention of almost all the physical sciences.



**BOTANISTS** D. D. Keck (left) and Jens Clausen (center) receive award from Gustavus Pope for their study of wild vegetation which is helping to solve the mysteries of plant evolution. Dr. W. M. Hiesey, third member of research team, was not present.



**PHOTOMETRIST** Arthur Pollister has invented a method of measuring the chemical composition of a single cell by shining a beam of ultraviolet light through it. Wavelengths which fail to get through indicate which chemicals have interrupted them.



**ZOOLOGIST** Irene Diller examined cancerous tumors in mice and in every tumor discovered specific kinds of fungus never found in healthy tissue. This discovery answers no questions, but it suggests a possible relationship between fungi and cancer.



**PARASITOLOGIST** R. B. McGhee has succeeded for the first time in raising pure cultures of malaria parasites. Normally, the parasites live only inside body cells. He infected ducks with malaria, found anti-malaria properties in some duck plasma.



**CYTOLOGIST** Ivor Cornmann has been able to prevent normal cell division in sea urchin eggs by the use of special chemicals. His work may have important applications in the study of cancer, a disease which is caused by the uncontrolled division of cells.



**BIOCHEMIST** Albert Sobel's work with rats showed that diet with more calcium than phosphate produced soft teeth which are susceptible to decay. This contradicts current belief that an excess of calcium over phosphate makes teeth resistant to decay.



## BEST SPECTACLE WAS A MOVIE ON SUN ERUPTIONS

Most exciting spectacle of the convention was the world premiere of a movie showing fiery gases raining down on the sun from altitudes as high as 400,000 miles. The film (below), which moved the scientists to exclamations and applause, was exhibited by Dr. Donald H. Menzel, professor of astrophysics at Harvard University. He was using it to illustrate his new theory on sunspots and solar prominences, the filamentary clouds of luminous gas which are in constant violent motion in the sun's atmosphere. According to Menzel, most of the material in the prominences erupts from the sun's magnetic poles and collects along the magnetic lines of force which arch over the sun's surface. When too much matter concentrates in some region the lines of force often sag and collapse, like a roof with too much snow. Menzel thinks some of these cave-ins create the sunspots which appear from time to time. Often the gas is catapulted back up again, and then the prominences resemble scarves flapping in the wind.



CONDENSING CLOUDS CREATE STORMS LONG ARC OF GAS STREAMS INTO SUN



THE FALLING GAS FORMS HUGE LOOPS COLUMN OF FIRE RISES 100,000 MILES



# THE MEANING OF EINSTEIN'S NEW THEORY

by LINCOLN BARNETT

OF all the news that emerged last week from the A.A.A.S. convention it is likely that the announcement that Dr. Albert Einstein had at long last completed the mathematical formulation of his Unified Field Theory will be remembered longest as a landmark on the unfolding frontiers of human knowledge. For his objective in the broadest sense is to show that all forms of nature—stars, planets, light, electricity and possibly even the tiny particles inside the atom—obey the same basic universal laws.

To appreciate the importance of this achievement, it is first necessary to recognize that the aims of pure basic science, unlike those of applied science, are neither fast-flowering nor pragmatic. The quick harvest of applied science is the usable process, the medicine, the machine. The shy fruit of pure science is Understanding.

For nearly half of this momentous century Einstein's whole life and work have been dedicated to enlarging man's understanding of nature. Each one of his major achievements has been an attempt to describe and interpret in logical, quantitative form the physical world about us. Even the most unphilosophical of men realizes vaguely that there is in the universe a great deal more than meets the eyes and sometimes wonders what keeps him—strange, senseless, clothespin-shaped animal that he is—attached to a spinning, magnetized ball, circling around one medium-sized yellow star in the vastness of space and time. At night he may glimpse the constellations or the serried lights of a city and ask himself what electricity really is, what light is or what the world is made of. These are not easy questions to answer. And indeed they have never been answered to anyone's entire satisfaction.

What specific new phenomena of nature the Unified Field Theory may uncover and how many old mysteries it may resolve are issues that Einstein will not now commit himself on. But the obvious and indisputable minimum achievement of the Unified Field Theory is that it combines in a single, mutually consistent sequence of equations the physical laws governing both electromagnetic force (the basis of light and all radiant energy) and gravitation (the mysterious force that guides the movements of celestial bodies and all material objects). Now the importance of this rests on the fact that virtually all the phenomena of the universe arise from these two fundamental primordial forces. There is indeed only one other force in nature that appears to operate outside their domain, and that is nuclear force, the force which holds the nucleus of the atom together and destroyed the cities of Hiroshima and Nagasaki.

Scientists have wondered for many years if gravitation—which Newton simply defined as a "force" without attempting to explain its mechanism—might actually be a manifestation of electromagnetic force. There were grounds for this belief. The earth has a magnetic field, and so has the sun. And there is moreover a nice parallel in the familiar concept of the atom as a miniature solar system, with its negatively charged electrons revolving around the positively charged nucleus like tiny satellites around a central sun. Nevertheless all past efforts to identify gravitation as a form of electromagnetic force met with failure. Newton's laws of gravitation simply could not be harmonized with the classic laws of the electromagnetic field (formulated by James Clark Maxwell in 1873)—on which all the great advances in electrical and radio engineering of the past century are based.

## The gulf between the great and the small

Einstein's major endeavor for 33 years has been to unify the laws of gravitation and the laws of electromagnetism within one superstructure of universal law. Now that he appears to have succeeded, one may ask if this proves that electromagnetic and gravitational force are the same thing. It would not be correct to say this any more than it would be correct to say that steam, ice and water are the same thing—though they are all manifestations of the same substance. What the Unified Field Theory does do is to show that gravitational and electromagnetic force are, in a very real sense, inseparable. More specifically it describes gravitational and electromagnetic force in terms of a deeper underlying reality that encompasses both.

This was Einstein's minimum objective. He also had a broader objective—which was to embrace in his Unified Field Theory not only gravitational and electromagnetic phenomena but quantum phenomena as well—the phenomena of the world of atoms, protons and electrons. Here again one can grasp the scope of this ambition only when one realizes that the two great theoretical systems of modern science by which man has transcended the limited evidence of his senses—Relativity (which sets forth the physical laws governing the vast outer universe of stars and galaxies) and the Quantum Theory (which sets forth the physical laws governing the invisible universe below the range of the micro-

The author of this article also wrote *The Universe and Dr. Einstein*, a best-seller now in its fifth printing, and a recent close-up on Physicist J. Robert Oppenheimer (*LIFE*, Oct. 10).

scope)—rest on entirely different and independent basic concepts. They do not, as it were, speak the same language. But if Einstein's new field equations achieve their full purpose, this gulf between the great and the small will be bridged, and man will be able to describe all the multifarious phenomena of nature in terms of a single

harmonious edifice of cosmic laws. Whether this great objective has been achieved—whether solutions to the outstanding enigmas of the atomic world can also be derived from the equations of the Unified Field Theory—only many more months or years of mathematical and experimental work can determine.

The Unified Field Theory thus carries to logical fulfillment man's age-old drive toward unification of concepts. The first great step was the reduction of all material substances to 92 natural elements. Then these elements were reduced to a few basic particles. Concurrently the various "forces" in the world—chemical forces, cohesive forces, electrical forces, magnetic forces—came gradually to be recognized, one by one, as varying manifestations of electromagnetic force. And in the same way all the different kinds of radiation in the world—light, heat, X-rays, radio waves—were found to be nothing more than electromagnetic waves differing from each other only in wavelength. So ultimately the features of the universe were reduced to a few basic quantities—space, time, matter, energy and gravitation. But in his Special Theory of Relativity in 1905, Einstein demonstrated that matter is essentially "frozen" energy and that the difference between them is simply one of temporary state. He also demonstrated that space and time cannot be considered as two separate quantities but are so closely related that in describing the great outer universe one must speak, not of space on the one hand and time on the other, but rather of a combination of the two: "space-time." This the layman has found a little harder to digest, even when he stopped to consider that everything exists both in space and in time, that all measurements of time are actually measurements in space, and that whenever an astronomer looks outward in space he is simultaneously looking backward in time.

## The deep underlying unity of the universe

In his General Theory of Relativity in 1916 Einstein pictured the universe as a four-dimensional space-time continuum—that is to say, as a total and homogeneous cosmic field composed of three dimensions of space and one dimension of time, these dimensions being as inseparable as the three spatial dimensions of Euclidean geometry. He also postulated that the properties of this space-time continuum are determined in any given location by the mass and density of its material content—just as the properties of the space around a magnet are determined by the size and strength of the given magnet. On these assumptions he evolved new laws of gravitation. The mathematical idiom of his gravitational laws is geometry and these laws say nothing directly about gravitation being a force of attraction—which was Newton's basic assumption. Einstein's laws of gravitation simply describe the structure of a gravitational field and the movement of objects within it, just as Maxwell's laws describe the structure of an electromagnetic field and the progress of a moving light ray, radio wave or electrical charge.

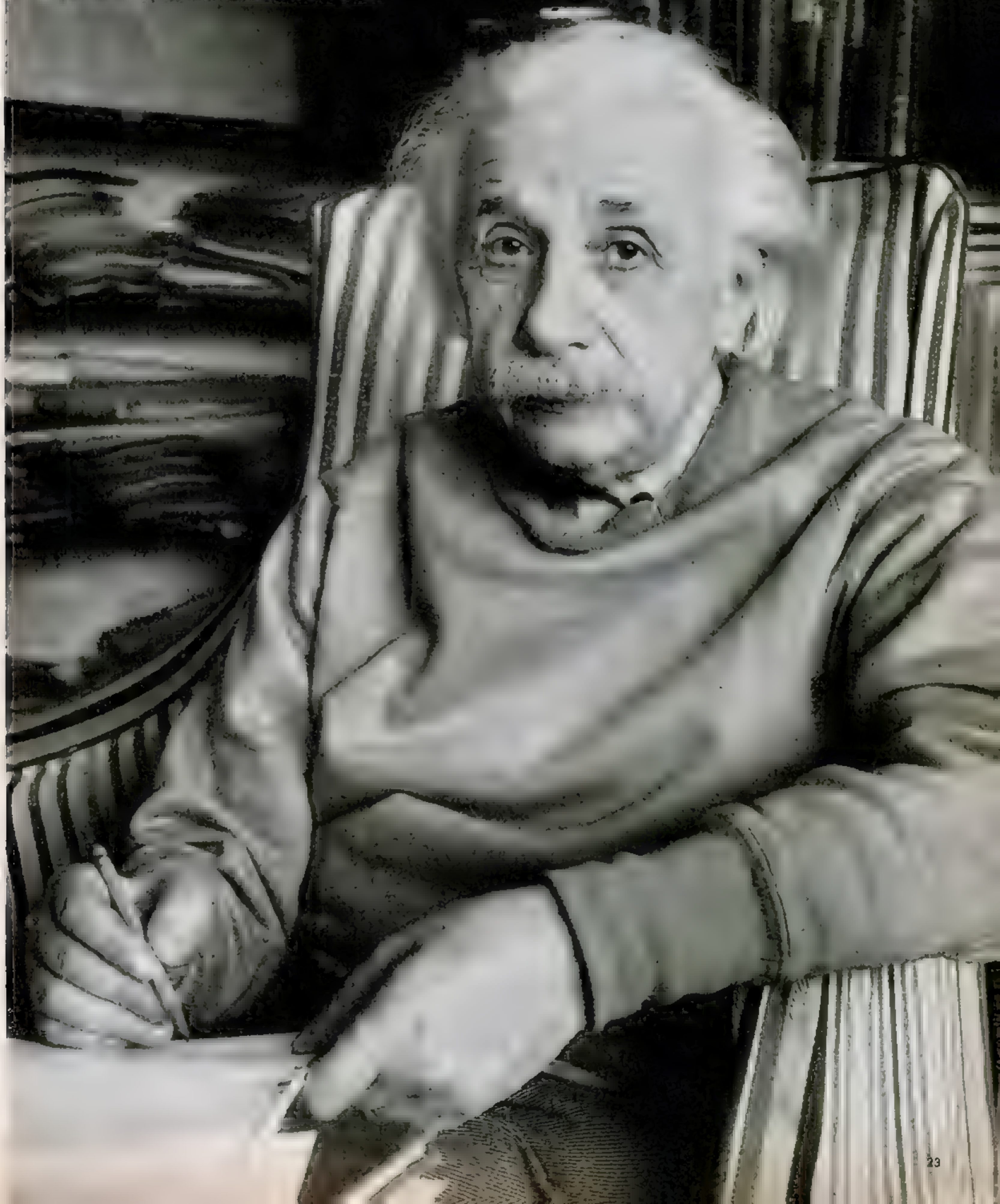
Despite all his efforts, Einstein could not fit electromagnetic-field laws into General Relativity. Yet he felt they must be incorporated somehow. "The idea that there are two structures of space independent of each other, the metric-gravitational and the electromagnetic," he declared, "is intolerable to the theoretical spirit." Now, after 33 years of exploring endless gambits of mathematical logic, he appears to have achieved his purpose. The successful gambit which led him to the 24 pages of equations published last week was begun about three years ago.

If the laws of quantum physics can also be derived from these equations, crucial new insights will undoubtedly be attained into the composition of matter, the structure of the elementary particles and the mechanics of radiation—all primary challenges of modern physics. Yet these will be by-products. For the major and immediate triumph of the Unified Field Theory is implicit in the first word of its title. It unifies man's concepts of the universe in which he dwells. Within its vast perspective the distinctions between gravitational and electromagnetic force, matter and energy, electric charge and field, space and time all fade and dissolve in the light of their revealed relationships; and the deep underlying unity of the universe is laid bare.

"The grand aim of all science," Einstein once remarked, "is to cover the greatest number of empirical facts by logical deduction from the smallest number of hypotheses or axioms." If the fullest implications of his Unified Field Theory are sustained by the tests of the future, Einstein has indeed achieved science's grand aim.



THIS EXCLUSIVE PORTRAIT OF ALBERT EINSTEIN  
SHOWS HIM AT WORK ON EQUATIONS WHICH LED  
TO THE DEVELOPMENT OF HIS UNIFIED FIELD THEORY





# RAMBLING PENSIONS

A California professor, Clark Kerr, tells us that the average American changes his job every three years and holds 12 different jobs during his lifetime. He's a ramblin' man, the American, but if he wants that \$100-a-month noncontributory pension he's got to change his habits and stick around until he reaches 65. The new rage for industry-financed pensions suggests that we are on the

verge of the greatest American revolution of them all—the revolution that will make us a stay-at-home, play-at-home, eight-o'clock-sleepy-time people. It won't be the western America we have known, and if the worker doesn't fancy the prospect he had better change his mind quickly and vote for the kind of pension he can take with him when he pulls up stakes.



## RUDOLPH AND THE STINKERS

Some two million recordings of the song about *Rudolph, the Red-Nosed Reindeer* were sold over the Christmas holidays, and we hope that the little boys and girls who played the record and heard it over and over again on the radio will stop to reflect. The reindeer around Rudolph, so the kids should note, were all too human in their behavior. They discriminated against Rudolph for not being just like every other reindeer in the herd. They called him the reindeer equivalent of wop; they drew the color line against his nose.

Came Santa Claus, a nice old fellow who had the sense to see that Rudolph had a special gift—his luminous snoot. Santa put that gift to work guiding his sleigh through the foggy night. In a twinkling Rudolph became fashionable. Reindeer bigwigs delighted in showing him off at the reindeer equivalent of the Stork Club. The run-of-the-sled reindeer began shouting his praises, not because they really loved Rudolph but because Rudolph was suddenly a Big Shot.

Ponder the lesson, children, that is here. Kick other people around just because they're different in some way and, like the mean reindeer, you'll be shown up as a bunch of stinkers. Get that into your noggins and the world will be a better place when you grow up.

## OUT OF THIS WORLD

Last week, as the preceding pages indicate, the news was out of this world. Not even Vishinsky could compete with the rumbling of planets, the swish of flying disks and the swirl of equations linking the smallest atom to the largest star.

First in order of importance was Einstein's announcement of a new, unified theory of the cosmos (p. 22). The other cosmic news of the week was Orson Wellesian, or H. G. Wellsian, not Einsteinian. So prepare to be scared—but not too scared!

In California, at the Lick Observatory, the astronomical team of Dr. and Mrs. Gerald Kron observed the partial explosion of a small star known as Cin 20 1224, a neighbor to the earth's solar system. The sinister touch about Cin 20 1224's flare-up was that three others of record just like it have occurred on stars that are close to the sun. What if there is a sequential order to such flare-ups? Earthlings should all be burned to a crisp if and when the progression reaches their own solar system. Of equally ominous note was the news about huge "rainstorms" of fiery gases on the sun. The picture of this fiery rain on page 21 suggests how violent the cosmos can be even in its more routine manifestations.

With stars exploding, and with solar rains disturbing the surface of the sun, the atmosphere was propitious for a revival of the flying-saucer stories, with the additional note that they come from other planets. The U.S. Air Force has thrown all the stories down flat—it spent two years tracking down flying-saucer reports and concluded there was nothing to them. But even as the denials were flying, a mysterious object was sighted mov-

ing southwestward through the sky above Fayetteville, N.C. Scores of residents in Fayetteville, Hamlet and Greenwood said they saw something which they variously described as a fast-moving balloon, a streak of smoke or a vertical neon lighting tube. Four pilots chased the streak, but they were unable to gain on it as it disappeared over the horizon. A Richmond, Va. radio station reported that the wreckage of a "space ship" had been found with some 12 dead passengers aboard. The space-traveling victims were described as "much smaller than earthmen." They reportedly wore clothing appropriate to the earth's 15th Century.

In a way we could wish that the tales of the interplanetary visitors were true. In the past the unification of peoples has seldom occurred, short of conquest, unless they were confronted with a powerful and potentially menacing outside enemy. That's the way Normandy, Burgundy and the Île de France became a unified French nation; it is the way the German Confederation became the German Reich. It is not exactly the way in which 13 American states became the U.S.A.; but the fact that the 13 states, as colonies, had revolted to fight a common enemy, England, certainly helped sow the seed of unity.

Well, suppose the flying disks were the forerunners of a potential invader from a planet far to the east of Pluto. Could any other news be more likely to unify the earth? Faced with a common menace from interstellar space, the divided nations would come together just like that. It would be what Chancellor Robert Hutchins of the University of Chicago has called the Good News of Damnation.

## OF NEWS AND HORSES

On page 2 of this issue are printed a few of the letters (upward of 500 as this page goes to press) received by LIFE since we criticized a radio commentator for stirring up a phony atomic security scare. A note of factual comment follows the letters.

Read the letters. They and the many others like them attest the enormous impact which a few commentators have upon the American mind and the responsibility borne by those who maintain these commentators.

Read the statement of fact. Compare it with the impression given to millions of Americans by accounts which ignore or distort the facts of this episode.

Having said as much, we wouldn't want anyone to think that we have been thrown into a swivet by this particular batch of letters. We are reminded of the gushet of angry letters we got some years ago, denouncing us for denouncing a tendency to worship the horse.





**FATAL DEMONSTRATION** One day last month 3,000 people stood on a Pittsburgh overpass to watch a Better Driving Committee demonstration of what happens when two cars meet head-on at 30 mph. One driver, handling the controls from the back seat of his car, planned to duck and brace himself, as the cars

hit. The other, driving from the running board, was supposed to be picked up by a truck running alongside just before the crash. But the truck did not get there in time. When the cars hit, the driver on the running board was thrown clear (*above*) and suffered a broken leg but lived. The other, however, watching the catastrophe happen, did not duck in time. He died of a fractured skull.





**OPENING THE HOLY DOOR,** Pope Pius XII taps three times with a gut and ivory hammer, intoning the Latin ritual into radio and television microphones. Inside as the door is lowered (*below*), lay attendants stand by to remove it before his formal entry.



**WITH CROSS AND CANDLE, THE POPE KNEELS ON DOORSILL TO CHANT "TE DEUM"**

## THE DOOR OPENS

**At 20th Century's turning point an ancient ritual**

The hammer was of ivory and gilded silver. The band that held it was slender white, bedecked with jewels—the most powerful band in Christendom. Three times Pope Pius XII, Vicar of Christ, raised the hammer and tapped on the Holy Door of St. Peter's Church. Silently the portal to the great basilica while the Sistine Choir pealed forth a hymn of joy. Amidst the prayers and rejoicings of Romans and pilgrims from afar, the 21st Holy Year of the Church's long history began on Christmas Eve.

It was to be, in the words of the pontiff's prayer—the year of the great return and the great pardon. Six and a half centuries before, Pope Boniface VIII had proclaimed the first Holy Year in 1300 as a time when truly repentant sinners could make the pilgrimage to Rome and, doing penance, obtain remission of purgatorial punishment for their venial and mortal sins. Since 1175 a





WHILE DIGNITARIES OF THE CHURCH AND STATE BOW THEIR HEADS IN PRAYER

# ON A HOLY YEAR

**calls believers to rally and fortify Catholic power**

papal decree has stipulated Holy Years at 25-year intervals, and through wars, schisms and persecutions the tradition of the indulgence has been maintained. Passing through the Holy Door, walled up except for Holy Years, they figuratively entered the Kingdom of Heaven to which, according to the dogma, the pontiff held the keys passed down from St. Peter's time.

At this mid-point of a stormy century the Holy Year had particular significance: the Church was both victorious and besieged. In the Western world Catholicism was at a new high point in political power, but elsewhere Catholics were persecuted and pursued by the anti-Christ of Communism. The threat of war lay heavily on men's minds. Thus, as St. Peter's big bronze bells tolled, the Pope called on the world's 350 million Catholics to make the Church "become as a solid rock against which the fury of thy enemies will break in vain."



**EARLY PILGRIM**, one of millions expected in 1950, passes St. Peter's on way to receive indulgence. She has taken a traditional vow to walk barefoot through Holy Door





**AT THE HIGH ALTAR** in St. Peter's, cardinals read terms of the papal indulgence while the Pope (center) lis-

tens and beams of sunlight stream through the lofty windows. Black and gold columns were designed by Bernini.

## Holy Year CONTINUED



**STREET VENDORS DID A BIG BUSINESS IN PROGRAMS**

## POMP AND PAMPHLETS

In the first week of the Holy Year pilgrims who had come by ship, plane, train and on foot began to arrive in Rome. Before the year's end up to three million are expected to have fulfilled the prescribed penance and departed—a rich source of income for the Italian tourist trade. To accommodate this vast throng the Church, the Italian government and even ECA cooperated to provide funds, travel and housing facilities in overcrowded Rome.

Two new buildings went up at the entrance to St. Peter's Square to house ecclesiastical exhibits and a supplementary police station, and a new bridge was thrown across the Tiber to provide additional access to the basilica. While hurried workmen rushed temporary dormitories and hostels to completion, trains were pressed into service readying linen, and street

**HIGH ABOVE CHEERING CROWDS WITHIN THE BASILICA PIUS XII MOVES DOWN NAVE OF ST. PETER'S AFTER THE OPENING SERVICES. HE IS CARRIED ON A SWAYING**







NUN READIES PILGRIMS' BEDS IN TEMPORARY HOSTEL

## GREET FIRST PILGRIMS

vendors did a rousing business hawking souvenirs, from Holy Year books to Holy Year candies.

Strikes and heavy rains hampered the work; by opening day things were far from ready. But in the stately silences behind the Vatican's walls the Pope took little note of this worldly clamor. The solemn and splendid rituals took their prescribed course (left), and only when he appeared on his red and gold *sedia gestatoria* (below) did the pontiff render acknowledgement to the multitudes who came to watch and participate in the supreme ecclesiastical festivals. In the rich panoply of his exalted office he was borne along, his gently waving hands hovering in silent benediction over the masses of the devout whose cheers and cries of "Viva il Papa" echoed distantly beneath St. Peter's vast and ancient dome.



THE U.S. IS REPRESENTED by Ambassador James C. Dunn and members of his family who attended the Holy

Door opening. Later in the year New York's Francis Cardinal Spellman will lead a personal pilgrimage to Rome.



CROWDS OF SPECTATORS line streets and fill St. Peter's Square to witness the ceremony. At left beyond

colonnades are two new buildings to house church exhibitions, still incomplete because of strikes and heavy rains.

"SEDIA GESTATORIA," THE PAPAL CHAIR, BORNE BY 12 CARRIERS AND FLANKED BY SWISS GUARD WHOSE OLD-STYLE HALBERDS AND LANCES FLASH IN THE GLOOM







"The locomotive and cars are scale models, and the station comes with a complete loudspeaker setup, including canned music and authentic commercials."

COPYRIGHT 1949 THE NEW YORKER MAGAZINE, INC.



**AT CROWDED HEARING** Editor Ross is questioned by a New York Central attorney, Kenneth F. Stone (second from right), while commuters wait their turn to testify.

## NOISE ANNOYS "NEW YORKER"

### Magazine leads attack on Grand Central commercials

Early on Oct. 3, as the first commuters shuffled drowsily through its halls, New York's Grand Central Terminal erupted in sound. From some 65 outlets concealed everywhere—even in the men's lounge—boomed an unctuous voice plugging Old Gold cigarettes. Then a band struck up *Beanero*. For 17 hours the sound continued, with a commercial every four minutes. Grand Central Terminal, which claims to have an operating cost of \$11 million a year, was trying to make some money (\$93,600 a year) on the side.

This mightily enraged *The New Yorker* and its editor Harold Ross (below). The magazine cut loose with cartoons (above) and biting editorial comment regarding Grand Central's attack on a helpless "captive" audience. Its readers besieged the New York Public Service Commission with requests for a hearing, and on Dec. 21 they got one (left). Star witness was Ross himself, who said the commercials were a brutal invasion of privacy and might lead to mental disturbances in the unwilling, frustrated listeners. The commission reserved judgment, but during the year-end holidays Grand Central began to go easy on the commercials and heavy on *O, Little Town of Bethlehem*.



**ANGRY EDITOR** Harold Ross of *The New Yorker*, described during the hearing as "an adult comic magazine," tees off on the Grand Central commercials. "... Now that some huckster's got one foot in the door, they won't stop at that. ... This country was founded to listen to minorities. It has always respected minorities. I want to

be left alone in a railroad station. I can do all right with magazines and newspapers without listening to lullabies." When Ross (he has a house in Stamford, Conn. but is only a weekend commuter) was asked by a New York Central attorney if his hearing was good, he replied, "It's too good. I'm thinking of having an eardrum punctured."





*TRY  
Campbell's  
NEWEST SOUP!*



**CREAM OF CELERY**  
...blend of fresh celery  
and rich sweet cream

Here's another wonderful cream soup to welcome to your table! It's a soup all your family are sure to like for its tempting and delicious flavor. Campbell's Cream of Celery Soup is made from the choicest parts of crisp, fresh, garden celery, blended with heavy whipping cream into a thick purée, then lightly seasoned. You'll enjoy, too, the cuts of celery added to this cream-smooth soup. Try this newest Campbell's Soup soon. Your grocer has it now!

*Campbell's*  
**CREAM OF CELERY SOUP**  
LOOK FOR THE RED-AND-WHITE LABEL

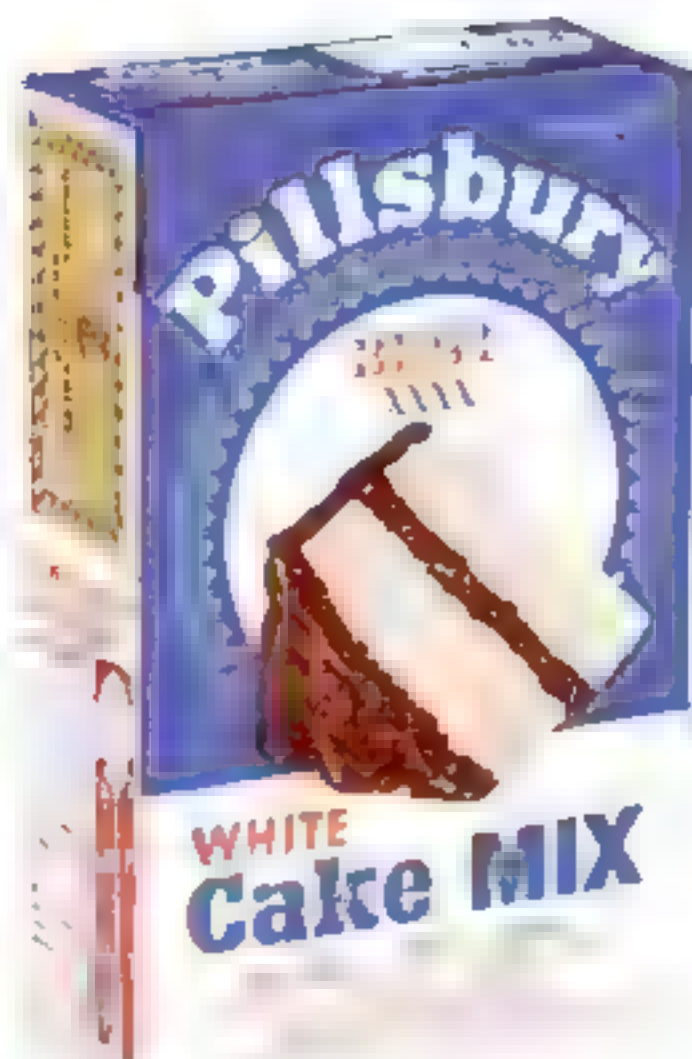


# 6 ways to STAR with

*(TRIUMPHANT LOAF CAKES...made*

## Delicately Flavored WHITE CAKE MIX

Everything you need is right in this package! You merely add milk, and turn out simply delicious white cake—in a wonderfully high, light loaf. So fine and even—velvety—soft. (This mix is marvelous for spice and yellow cakes, too.) Frost them, if you like, or add your own special touches like these...



TOP IT with your  
favorite fruit

## Richly Flavored CHOCOLATE FUDGE CAKE MIX

Simply take this package from your shelf and milk from your refrigerator. That's all you need to make luscious chocolate loaf cake like this. Rich with wonderful chocolate flavor and color. Tender, moist texture. Add your own favorite topping, or try one of the quick tricks you see here.



COVER OVER with  
whipped cream...  
blended and sprinkled with  
toasted coconut

# 2 NEW Pillsbury

*MILK IS ALL YOU ADD...no eggs, no flavoring,*



# a Last-Minute Loaf

*with remarkable ease and speed)*



HEAP ON  
cherries



SERVE IT as  
start—the punch,  
a side or a  
kind you choose



À-LA-MODE IT—with  
mint ice cream and chocolate sauce



SLICE, fill, and  
top with whipped cream  
decorated with chocolate shavings

## CAKE MIXES

*no extras of any kind required*



*You and Ann Pillsbury  
can make a great team*

Ann Pillsbury has developed these new cake mixes in her kitchen to save you time in your kitchen, and give you perfect results every time.

2 Original Rogers Silverplated Teaspoons. Exclusive Lady Ann pattern—only 50¢ and 6 coupon value. Send to Pillsbury Box 150, Minneapolis, Minn. Write for free premium booklet on Pillsbury Premium Plan. Savings up to 50% on complete silverware service and other valuable articles. Extra-Value coupons with all Pillsbury packages.

ddd





*"I was curious..."*



*I tasted it...*



*Now I know why Schlitz is...*

*The Beer that made Milwaukee Famous!"*



© 1940 JOS. SCHLITZ BREWING CO. MILWAUKEE WIS.





SAFE ABOARD U.S. RESCUE SHIP, WARD RESHAPES SCRAGGLY VANDYKE BEARD WITH A BORROWED ELECTRIC RAZOR

## THE LIBERATION OF ANGUS WARD

**American rescue ship takes Mukden's U.S. consul general away from the Communists who jailed him**

At 7:15 on the morning of Dec. 12 a Chinese tug moved up beside the American freighter standing off Taku Bar. A tall, shaggy-faced man in fur cap, heavy canvas coat and felt leggings clambered up the gangplank alone. At 9 o'clock he returned to the tossing tug with news for 19 others still held there: the Communists would now let them board the *Lakeland Victory*. After 13 months of humiliation and misery in Mukden, U.S. Consul General Angus Ward, his wife and his staff were entering the free world again.

Ward's case was without precedent in U.S. diplomacy. Stationed in Mukden when the Reds captured the city in November 1948, Ward soon found himself labeled a "bogus diplomat" and surrounded by armed Chinese guards who

seized his radio transmitter and even imprisoned consulate visitors. When the discouraged State Department ordered him to close his consulate, the Communists refused him transport. In October a former servant sneaked into the consulate, used severance pay demands to frame a small riot and quickly had Ward and four staff members (*below*) in jail. For 28 days they were kept on bread and water, then a "people's court" convicted them of beating the servant, expelled the whole U.S. staff. This final humiliation had some effect in arousing congressional protest at State Department pussyfooting. But State itself was still the shy little gentleman toward China's Reds, still had no firm policy for either recognizing them, dealing with them or snubbing them.



**RED TUG** carrying Ward's party from Tientsin to Taku Bar approaches freighter *Lakeland Victory* in predawn darkness.



**RED GUARD** posted aboard ship fondles Tommy gun as he smokes Chinese cigaret.



**EX-PRISONERS** Ward (*center*) and (*from left*) S. Tatsumi, A. Kristan, F. Cicogna and R. Rehberg breathe free air again.





**VAULT STILL STANDS** on morning after the fire, although bank building around it is completely destroyed. Rums smoked and repeatedly burst into flame for three days.



**VAULT IS GUARDED** by volunteers. Heat had warped lock mechanism so that vault could not be opened immediately. No one knew whether contents had been destroyed.



**VAULT IS OPENED** and bank officials find valuables intact while carpenters put up a temporary structure around vault. The bank was back in service 48 hours after fire.



**BEHIND IMPROVISED SHIELDS** TO PROTECT THEM FROM THE HEAT, VOLUNTEER

## CHRISTMAS TREE SETS FIRE

Hyndman starts to rebuild after flash blaze wrecks

At suppertime on Dec. 25 a Christmas tree in a house in Hyndman, Pa. (pop. 1,325) caught fire from a short circuit. Within two hours 20 homes, the post office, the bank and 12 stores were burning so fiercely that the glow could be seen 200 miles away. By great good fortune—and because of the work of a 22-year-old telephone operator—only one person was killed. Soon after the blaze began, Mrs. Samuel Turner (*above, right*) was at her switchboard warning the towns-

**HYNDMAN'S BUSINESS DISTRICT, WHERE THE FIRE REACHED ITS HEIGHT, IS**







FIREMEN FIGHT BLAZE. AT ONE POINT THE FIRE BURNED THROUGH THEIR HOSE

## TO TOWN IN PENNSYLVANIA

the bank, the post office, 12 stores and 20 houses

people and calling fire engines from as far away as Winchester, Va., 90 miles to the south. But, aside from their lives, the burned-out people of Hyndman had little left—the fire traveled so fast that they could save almost nothing from their stores and homes. For what it was worth, they could take comfort in the fact that the vault of the bank (left) was intact. It contained \$1,000 in cash—one fortieth of the sum they needed as they bravely began to rebuild their town.

LEVELED. SIGHTSEERS CAME FROM ALL OVER PENNSYLVANIA TO GAPE AT IT



TELEPHONE OPERATOR Helen Turner, whose switchboard is in her home, keeps on working after fire while husband Sam plays with 4-year-old daughter Lana Turner



TEMPORARY POST OFFICE is set up in hotel by Harry Ritchey (left). Head of a third-class post office, Ritchey had to buy his own equipment—lost most of it in the fire



# LIFE CONGRATULATES....



**MR. AND MRS. WILLIAM O'DWYER**

The 59-year-old New York Mayor and his 33-year-old bride, Sloan Simpson, returned tanned and beaming to Manhattan on Dec. 29 from a nine-day honeymoon. After they had their pictures taken before fireplace in O'Dwyer's residence, they drank a New Year's toast with newsmen. Twenty-four hours later they attended a reception honoring their marriage and the Mayor's inaugural for a second term.



**MR. AND MRS. CLARK GABLE**

The 48-year-old actor and his fourth bride, the former Lady Ashley, received the usual Honolulu treatment (*above*) when they arrived on Dec. 27 and then had to brave a mob of 10,000 fans. The man who says he has turned down 5,000 proposals broke a few more Hollywood hearts when he and Douglas Fairbanks' widow eloped Dec. 20. Said one of his regular dates, "Well, I sure wasted a Christmas card."



**MR. AND MRS. DOUGLAS COOK**

On Dec. 27 Jacque Mercer, Miss America for 1949, and her high school sweetheart had a surprise wedding three days after they announced—at a party featuring cartoons by Cook—that they would wed next July. Thus Miss America, who was not supposed to marry before June, automatically became a Mrs. America.



**MR. AND MRS. WILLIAM HUTCHESON**

"Big Bill," the 75-year-old president of the A.F. of L.'s powerful carpenters' union, and Mrs. Madeline Wilson, 57-year-old superintendent of the union hospital, were married Dec. 20 at Lakeland, Fla. The impetuous bridegroom enlivened the occasion by grabbing the bride and kissing her just before the ceremony's end.



**MR. AND MRS. DICK TRACY**

Mr. Tracy, the well-known comic strip gumshoe, and Tess Trueheart, the daughter of a delicatessen proprietor, got married on Christmas Day. Only the most faithful readers recalled that they had been engaged since 1931 (*left*), and many felt a bit sorry for the bride, whose spouse would rarely get home in time for dinner.



# LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! So buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much more real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! You'll agree it's a finer, milder, more enjoyable cigarette!

J. WAYNE ADAMS of South Boston, Va., 22 years an independent tobacco warehouseman, says: "I've seen the makers of Luckies buy fine quality tobacco that makes a real smoke!" Mr. Adams has been a Lucky smoker for 15 years. Here's more evidence that Luckies are a finer cigarette!



COPY, THE AMERICAN TOBACCO COMPANY

***L.S./M.F.T. — Lucky Strike Means Fine Tobacco***

**So round, so firm, so fully packed—so free and easy on the draw**



**This is the time to**

**BUY**



Sizzling sausage

Hearty  
pork butt chop

• The great  
American pork chop



# PORK

## BIG PORK CROPS BIG PORK VALUES

Two Years of Bumper Corn  
Crops Pays Off for Con-  
sumers. More Pork and  
Better Values Now Being  
Featured by Food Stores.



Isn't this what appetites have been waiting for? The biggest pork supply in years means big pork values—and juicy, nourishing pork on your table more often.

Now you can heap the platter with those crispy brown pork chops. Now's the time to roast pork, barbecue pork, fry pork with apples, cook pork with kraut. Now's the time to bake a ham for company and to line squads of sizzlin' sausage links or lean-streaked bacon on the breakfast plates.

Remember, nature gives hungry folks a break and packs pork with things they need—B vitamins for vitality, complete protein for body building, food iron for good, red blood.

These are pork value days. Pick pork from the values your meat-man is offering.

### AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.





***Fancy-pants Hamburgers!***

***Stuff 'em with cheese***

***cook 'em with***



The Kettle-simmered  
cooking sauce

**Hunt's Fancy-pants  
Hamburgers**

You never tasted such wonderful hamburgers!

Men *love* them, youngsters, too. And they're easy to prepare. Get some of that extra-flavorful Hunt's Tomato Sauce (only a few pennies a can) and serve Fancy-pants Hamburgers real soon.

**1 lb. chopped beef**

**4 slices (1/4 lb. / sharp American cheese**

Do not season beef. Form into 8 thin hamburger cakes. On four of these, place slices of cheese, leaving a little meat uncovered around the edge. Top with the remaining cakes and pinch edges together to enclose cheese. Take a heavy frying pan and sprinkle over the bottom some:

**Plain salt and 1/4 tsp. garlic salt (optional)**

The salt should cover the pan thinly (1/4 tsp. salt for 9-in. pan). Heat pan very hot. Place stuffed hamburgers on salt. Brown one side. Turn, brown other side. Lower heat and cover them with:

**1 can Hunt's Tomato Sauce**

Simmer until sauce is sizzling hot. Serve at once, with the delicious sauce from the pan ladled over them. What a wonderful feast for four people!

Hunt's is extra-flavorful because it's the Kettle-simmered cooking sauce. Made only from red-ripe fresh tomatoes — seasoned just right. And it costs you but a few cents a can. Use Hunt's in stews, soups, meat loaf, spaghetti, and casseroles. Look for Hunt's red label at your market!

***Hunt-for the best***

Hunt Foods, Inc., Los Angeles

For Breakfast or Dessert...  
**HUNT'S HEAVENLY PEACHES**

at  
down-  
to-earth  
prices!







A ROMAN WORKMAN AND HIS SON SIT ON A CURB AND BROOD OVER THEIR VAIN CHASE FOR A STOLEN BICYCLE ON WHICH THE FAMILY'S LIVELIHOOD DEPENDS

## MOVIE OF THE WEEK:

# *The Bicycle Thief*

**Tale of a man, a boy and a bicycle in Rome is masterpiece of pathos**

A man gets a job pasting up movie posters on the walls of Rome. Someone steals the bicycle he needs for the job. With his little son he goes looking, through a city overrun with bicycles, for the one which means to him steady work and food for his family and a chance for self-respect.

Out of his desperate search and the pathetic little tale of daily life, Director Vittorio de Sica has made the most affecting movie of many years. The last scene, in which the boy slips his hand into the hand of his brokenhearted father, is probably the greatest movie wrench at the heartstrings since, in *The Kid* 30 years ago, Charlie Chaplin and Jackie

Coogan were two waifs lost in a city. A leader in the new Italian realist school that makes its films in the streets, De Sica, whose last film was *Shoeshine* (LIFE, Aug. 25, 1947), picked his actors out of the street, too. To play the father, he found a metal-worker named Lamberto Maggiorani, whose harassed face perfectly expressed the helpless fury of a man lost in a world too complicated for him. For the sturdy little ragamuffin son, he found 7-year-old Enzo Staiola and taught him to give one of the best performances any child actor has ever given on the screen. Last week New York's critics voted *Bicycle Thief* 1949's best foreign-language film.



**VITTORIO DE SICA** was a romantic actor before he became a leading film director with *Shoeshine* (1946).



# "How absent-minded can you get!"



"Oh, that man of mine! Turning me into a Lost and Found Department! What will he forget next? ...

"But I can't really be angry with John. His only trouble is he just never thinks of himself! There's no one who is more thoughtful and considerate of his family ... or more conscientious about really important things.

"For instance, when he was planning our life insurance, he selected a Mutual Life INSURED INCOME program. With Insured Income, the children and I will always be taken care of, even if something happens to him.

"But the part I like best about the program is the retirement income it will provide. Maybe when John has nothing else to do but take it easy, he'll start thinking about himself!"

\*\*\*

The beauty of Mutual Life's Insured Income program is that it consolidates all your financial assets into one master security plan. Savings, Social Security, pension rights, present life insurance—all play their part. Thus, there is no waste expense and you know exactly, down to the last dollar, just how much you'll need to provide for your family's security.

*The Mutual Life Field Underwriter near you will be glad to explain how your family and you can enjoy the benefits of Insured Income.*



## THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

34 NASSAU STREET

NEW YORK 5, N. Y.

### Your Social Security—WORTH \$5,000 OR \$15,000?

SEND FOR FREE BOOKLET — Learn the facts of Social Security ... how it teams with your life insurance. If you live in the U. S., mail the coupon below. You'll also receive a handy filing envelope to keep official records you, or your wife, may need later to collect benefits without costly delay.

Yes, I would like your **FREE Social Security Booklet—L-62.**

NAME

BIRTH DATE

HOME ADDRESS

CITY  COUNTY

STATE  OCCUPATION



OFFICES THROUGHOUT THE UNITED STATES AND IN CANADA

## "The Bicycle Thief" CONTINUED



**LOOKING FOR A JOB** putting up posters of Rita Hayworth, like those on wall above him, an unemployed worker named Ricci carries his bicycle on his shoulder. His wife had to pawn their sheets to get the precious bike out of hock.



**LOOKING FOR HIS BIKE**, which was stolen on first day of work, Ricci and his indomitable son Bruno trudge in a pouring rain through one of the squares in Rome where bicycles are sold, hoping to recognize his bike or to catch the thief.



**CHASING THE THIEF**, who comes riding by, the two run after him. But he is off to a good start and gets away safely. They then start to follow an old man they saw him talking to, hoping he will lead them to the thief's hangout.

CONTINUED ON PAGE 46



# GUARD AGAINST THROAT SCRATCH

PALL MALL

filters the smoke  
and makes it mild



*Outstanding*

*enjoy  
smooth  
smoking*



**PUFF BY PUFF... YOU'RE ALWAYS AHEAD**

*Take 5 puffs*

*or 10...*

*or 17...*

when you smoke

**PALL MALL**

*Puff by Puff*  *You're Always Ahead*

**Study the puff chart!** At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine tobaccos—guards against throat-scratch.

*and they  
are mild!*



*You  
may be  
certain  
that only  
the best  
is labelled  
BELLOWS*

*Established 1830*



# BELLOWS

## PARTNERS CHOICE

The century-old Bellows name  
on over 200 wine and spirit offerings,  
is your assurance of fine quality at a fair price.

**BELLOWS & COMPANY** New York • Colorado Springs • Chicago  
Bellows Partners Choice, Whiskey—A Blend, 86.8 Proof • 60% Grain Neutral Spirits

### "The Bicycle Thief" CONTINUED



**INTO A CHURCH** they follow the thief's accomplice, an old derelict (between the two women). Ricci tries to make him tell where the thief is but only succeeds in disturbing the service, and in the confusion the old man escapes.



**INTO A BROTHEL** they follow thief (left), whom they met in an alley. The madam and girls cluster around like bees in a disturbed hive. Having caught the thief, Ricci has no way of proving him guilty, and his last hope disappears.



**IN HOPELESS GRIEF** Ricci starts home after having tried to run away with another man's bike, been caught and beaten by an angry crowd. Bruno catches his father's hand and walks beside him toward a bitter, hungry future.



**Kodak**  
TRADE MARK



## The snowman never melts in snapshots

Around home, so much happens that you don't want to forget. Fun in the snow. A new puppy or kitten. They all come back "like yesterday" when you take pictures.

With your camera ready, and two or three extra rolls of Kodak Film on hand, it's so easy to keep your snapshot record up to date. And you can give your family and friends a great treat—"the latest news"—with extra prints . . . Remember, the snapshots you'll want tomorrow, you must take today.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

**Only Eastman makes Kodak Cameras and Kodak Film**



Kodak Duallex Camera makes wonderful snapshots—easily  
Negatives, 2 1/4 x 2 1/4  
With Kodet Lens, \$12.75.  
With Kodar f/8 Lens, \$19.85. Flashholder, \$3.33  
Prices include Federal Tax





a snowfall of savings at January's



*Cannon*



Cannon specials like these from about 39c to 2.79!

At stores—**EVERYWHERE**—thousands of bargains on thirsty **CANNON TOWELS!**





# White Sale!

**Brand-new styles! Bright new colors! BIG values at every price!**

**Save dollars by the dozen on Cannon SHEETS, too—while prices are down, Down DOWN!**

CANNON MILLS, INC., 70 WORTH STREET, NEW YORK CITY 13





## Very personally yours

**The** day's planned for action—and you don't retreat. Why should you—when the new, softer Kotex answers your need for comfort so completely?

**Comfort** such as you'd naturally expect from the napkin made to stay soft while you wear it. Yes! Because *this* softness holds its shape.

**You** shrug off every nagging doubt. For the flat pressed ends of Kotex banish revealing outlines. And there's that special safety center, to assure you of extra protection. So . . .

**Need** you lose even a single hour, with Kotex as your protector? With your choice of Regular, Junior, Super, providing for your own requirements? Surely not, when such comfort—peace of mind—can be *very personally yours*.



*Super* Kotex in the Brown Box—extra absorbency for more-than-average needs.

*Regular* Kotex in the Blue Box—perfectly suited to the needs of most women.

*Junior* Kotex in the Green Box—for women who prefer a slightly narrower napkin

*Tom Hall*

More women choose Kotex\* than all other sanitary napkins





TAKING OFF, THE HELIPLANE IS MAKING 22 MPH AGAINST 6-MILE HEAD WIND. A BICYCLE ATTACHED BY RIBBON IS CATCHING UP WITH IT AS IT LEAVES GROUND

## 27-MPH PLANE

Little craft with big propeller can take off and land on tennis court



**RUBBER BELTS**, looking like auto fan belts, gear engine down to permit the propeller to turn at low speed.

Ever since the war, aircraft manufacturers have found light private planes selling like hot cakes in a steam bath. Sales of 34,000 in 1946 dropped to an estimated 3,400 in 1949. One major drawback: most private planes need 700-foot-long runways.

Now an experimental craft called the Heliplane has been developed by M.I.T. Professor Otto Koppen and Harvard Professor Lynn Bollinger. How they developed it provides a small lesson in aerodynamics. First they installed large flaps on the wing to give enormous lift for the plane. But more

lift means more drag as the plane moves through the air. So instead of using a large, powerful engine to compensate for the drag (and thereby getting out of the light-plane class), they took advantage of the aerodynamic principle that a large mass of air moved at low speed by the propeller provides enough forward thrust to offset this drag. Therefore the Heliplane has a 9-foot propeller. It can land and take off at 27 mph and needs only the 100-foot length of a tennis court. For a stranger and still slower means of flying see next page.



THE HELIPLANE'S BIG 9-FOOT PROPELLER IS SHOWN WITH CONVENTIONAL 6-FOOT PROPELLER OF PIPER CLIPPER. HELIPLANE'S MAKES A SLOW 1,200 RPM





## Pick a pile of Pequots at the White Sales now!

Are you fussy? Are you thrifty? Then now's the time to stock up on beautiful, practical "plus service" Pequots, for every bed in the house!

"Plus service" Pequots actually have 20 to 25 per cent more cotton than percales. It's this extra "body" and the extra strength of each thread that makes "plus service" Pequots the ideal weight and type for maximum service. And it's this extra

service that's made Pequots the choice of value-wise housewives for generations.

You simply can't beat Pequots for crisp, fresh appearance, smooth sleeping comfort, and downright value. For "plus value," get "plus service" Pequots... specially priced for January's White Sales all over America. Your choice of White or six lovely pastel shades. Pequot Mills, Salem, Mass. Also makers of exquisite Pequot Percales.

Pronounced  
'PEE AHAT'

**PEQUOT**  
plus-service  
**SHEETS**



Slow Plane CONTINUED

## THE PEDALCOPTER IS SLOWER YET



**BICYCLE AND BALLOON** combine to form Charles Paul's Pedalcopter in test at Lakehurst, N.J. Balloon reduces the weight of machine and pilot to 20 pounds. By pedaling, Paul works rotors to lift the contrivance like a helicopter.



**SOFT LANDING** is effected when Paul stops pedaling. Machine will rise 300 feet, travel 14 mph. Direction is controlled by working the rotors, again as in a helicopter. One hitch: against a 14-mph wind, it makes no headway at all.





# "NUTS!"

**said the General!**

The time was when the word "Nuts" was about as permissible in polite conversation as many another four-letter word. But when General McAuliffe said it in answer to the German demand to surrender at Bastogne, it opened a thrilling new chapter in the annals of American gallantry.

The General couldn't have said it, however, if it hadn't been for the guys dodging the German lead; the cold, hungry, wise-cracking Joes who didn't feel the least bit like heroes when they said: "They've got us surrounded—poor devils."

"Battleground" is their story, written by Robert Pirosh, combat infantryman at Bastogne, with the 35th Division. It's a great story!

Scenes like these from "Battleground" fasten themselves vividly in your mind: Jeeps and half-tracks nosing through the fog on their way up front and coming dreamlike to a stop

near Denise, a lovely French girl who is "very friendly" . . . Holley (Van Johnson) dodging snipers' bullets, but worried only about his six stolen eggs . . . snow, magic white stuff for Rodrigues (Ricardo Montalban), who has seen it from his sunny doorstep way off atop California mountains . . . foxholes under barrage . . . digging . . . digging . . . Jarvess (John Hodiak), reading his home-town newspaper to find out about the war . . . Pop (George Murphy), humor touched with pathos, sweating out that discharge in the midst of the war's most crucial battle . . . snow . . . fog . . . dawn attacks . . . disaster . . . then, shadows on the snow . . . sunshine . . . planes . . . C-47's . . . droves of them . . . showering supplies . . . a sky filled with billowing parachutes . . . ammo, rations, desperately needed . . . "Hey, wiseguy, who said it didn't do any good to toss in a little prayer!" Here is excitement; belly-laughs in the midst of terror!

In "Battleground", Metro-Goldwyn-Mayer has given us a film that rates thunderous acclaim. Some of the screen's finest actors are in it, and there are some new faces you'll doubtless be seeing again. With the veterans of the 101st Airborne they do a knockout job—one that goes stinging right to your heart. It is, beyond a doubt, a film that no American should miss.

M-G-M's Finest Picture!

# BATTLEGROUND

VAN JOHNSON • JOHN HODIAK • RICARDO MONTALBAN • GEORGE MURPHY

— MARSHALL THOMPSON • JEROME COURTLAND • DON TAYLOR • BRUCE COWLING  
JAMES WHITMORE • DOUGLAS FOWLEY • LEON AMES

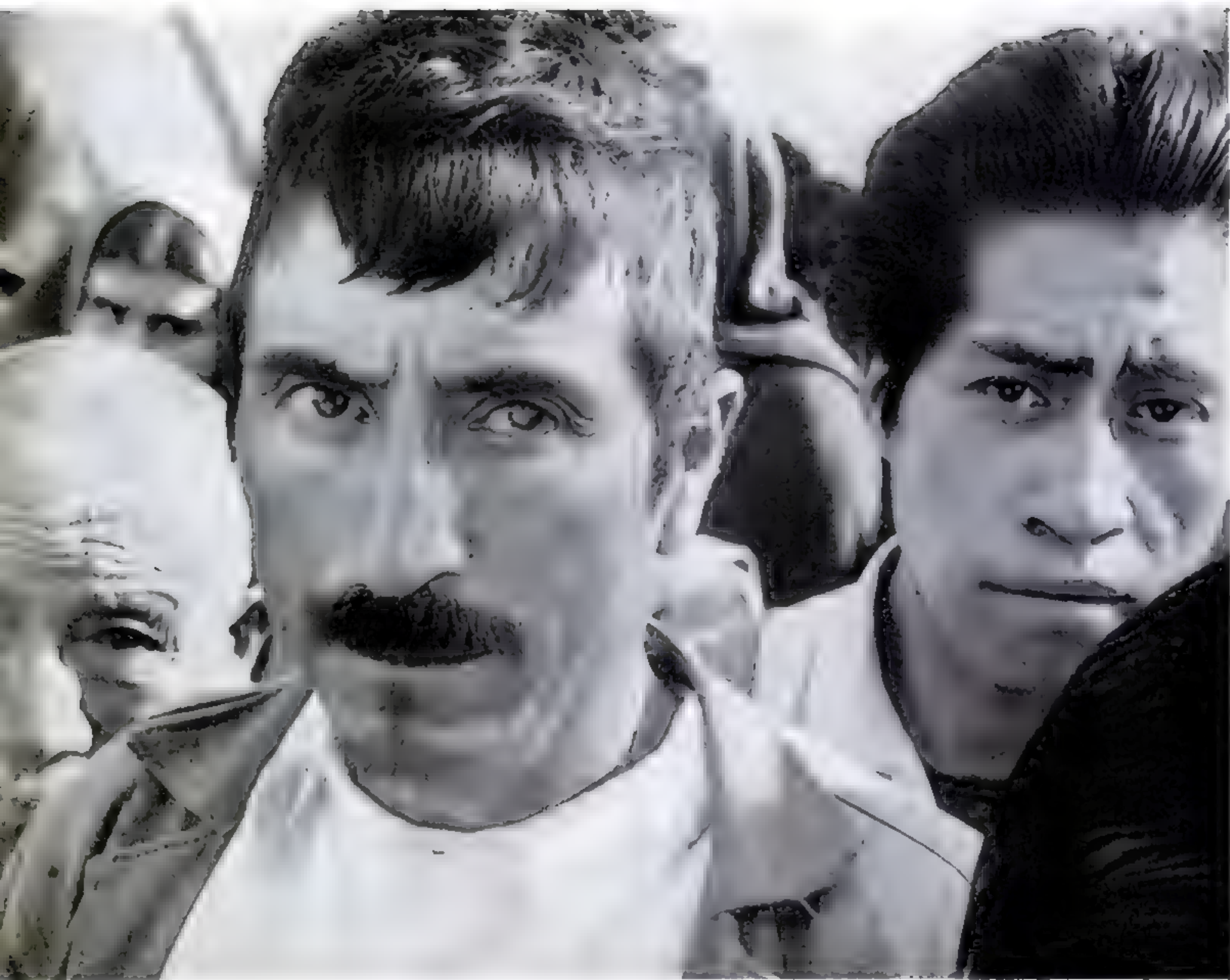
Story and Screenplay by ROBERT PIROSH, Associate Producer

Directed by WILLIAM A. WELLMAN • Produced by DORE SCHARY

A METRO-GOLDWYN-MAYER PICTURE







*The face of the typical Mexican peon is an impassive mask covering a temperament which is capable of both generosity and fanatical passion.*

## ***The Drama of***

# ***Mexico*** *is a glittering, turbulent and tragic spectacle.*

*The country itself is one of the world's most beautiful, and successive generations of Mayas, Aztecs and Spaniards have adorned it with the Western Hemisphere's most magnificent architecture.*

*But perhaps the main ingredient of Mexico's drama lies in the mentality of the Mexican people. Their character is by turns proud and courteous, violent and gay, poetic and cruel, inert and profound.*

*It exists in a world where the starkest realism is tempered by the instinct for art and fantasy. In Mexico elements of deep pathos and humanity can be found on every country road and street corner.*

**Photographed for LIFE by LEONARD McCOMBE**





*His face colored with soot and silver paint, this little boy is ready for the annual fiesta in San Miguel de Allende, one of the many that contribute an exuberant element of play acting to the life of the humblest Mexican. He is supposed to be costumed as a Moor who fights Christians.*









From her shack in the tropics near Vera Cruz, Lucrécia Muro can see a landscape which includes banana trees and perpetual snow. Mountain peak is Orizaba, 13,225 feet high.

**T**he great backdrop against which the drama of modern Mexico is played is a scene of violent contrasts.

Snow-clad mountains tower over steaming jungles, and climate often ranges from arctic to tropical within the space of a few miles.







*Coffins for babies piled up in front of the doorway of a funeral parlor are indications of Mexico's high infant mortality rate which runs to 103 per 1,000 births.*



*Through a field near Tepozotlan a family carries a child's body to its grave in a country cemetery. Innocent child is without sin and hence sure to go to heaven.*

← *A little girl, dressed in her best rebozo and wearing an aged expression of resignation, carries a bunch of flowers for the grave of her infant sister shown at right.*



*The grave is finally dug, and the family inspects it with earnest ceremony while the little girl with the flowers stands pensively beside the coffin.*





*Citizens of Guanajuato use this massive above-ground cemetery to keep their dead in, as surrounding ground is too hard for digging graves.*

*Inside Guanajuato's Panteon mummies are removed from coffins for display. Here a local citizen communes with the body of his long-dead aunt. →*

**D**eath in Mexico is an omnipresent and familiar thing.

*When Mexicans are not defying it or courting it in bull rings or 'homicidal brawls, they propitiate it in ceremonies and festivals and commemorate it in mausoleums where remains of friends and relatives are carefully preserved.*

*In Mexico City's Dolores Cemetery, a little girl eats ritual candy on the Day of the Dead. Candy skull in her lap is quaintly labeled Alicia.*

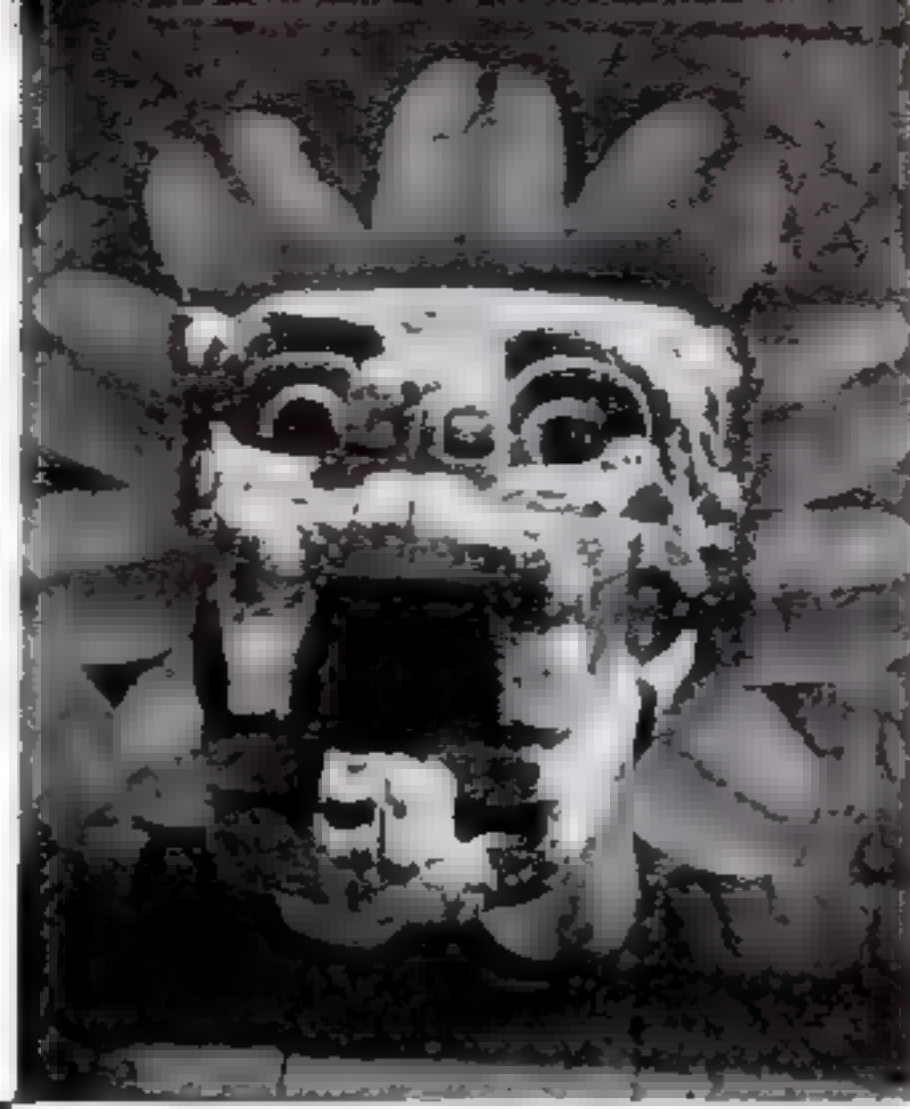








*Sculptured heads of the Toltec feathered serpent adorn the ruins of temples that were already old when the Aztecs conquered the valley around Mexico City.*



*It Mitla, near Oaxaca, ruins of an ancient temple stand near a colonial church which was built of stone quarried from the walls of the temple itself.*

**B**eneath Mexico's elemental medieval Christianity are remnants of ancient pagan tradition which survive both in the minds of the masses and in the crumbling architecture that surrounds them. Churches are built on the remains of Aztec temples; images of old gods peer oddly from the ornate carving of baroque shrines; figures of Christ are worshiped as if they were idols.

*Face of ancient rain god, Tlaloc (with bared teeth at bottom), stares from under group of biblical figures on this column of a church in the city of Guanajuato.*







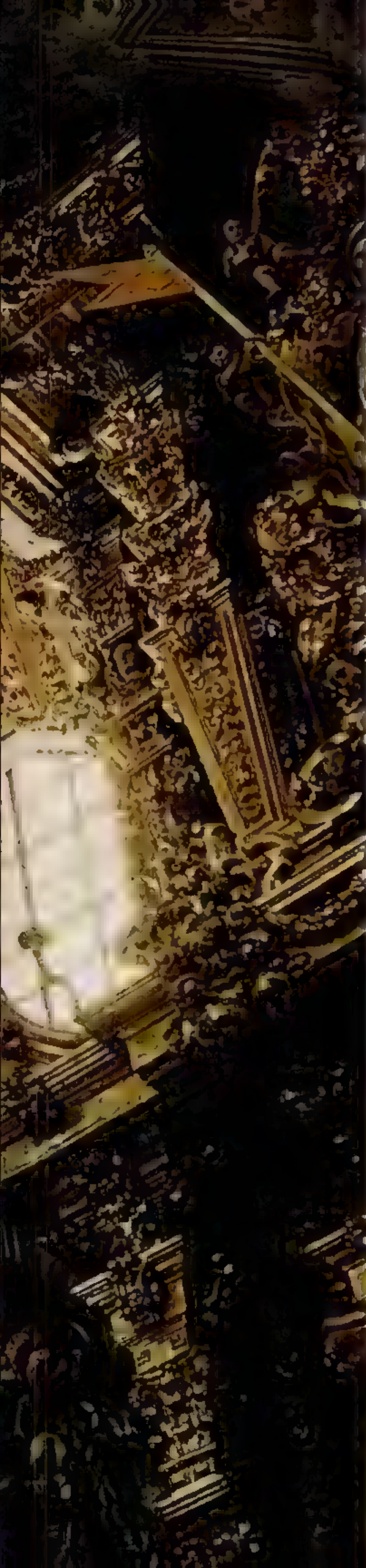
Indian devoted votaries at Hotoandén, near Guimapuato, gaze with religious rapture at a brightly painted wooden statue of Christ. Statue depicts him with bleeding wounds, leaning on a vase-shaped column, his Spanish pantaloons decorated with religious offerings.





FIDELIS  
DEVS PER QVEM  
VOCATI ESTIS IN  
SOCIETATEM FILII  
DEVS IESVS XPI  
DOMINI NOSTRI





*An old woman, her face lined with tragic, mystical emotion, carries a lighted candle to worship at a Catholic shrine.*



*Nowhere in the world, not even in Rome itself, is the majestic pageantry of the Catholic Church more beautiful or more devoutly believed in. Nowhere are its rituals performed with more foregone certainty about their truth.*



*The soaring interior of the church in the Convent of Tepotzotlan is a glowing mass of golden ornament where distinctly Mexican motifs are superimposed on Spanish architecture.*

*In a church hallway at Atotonilco priests with bored expressions listen to confessions. Penitents sit in confession boxes on the other side of the wall, speaking through apertures.*





*In Mexico City, Emma González, a homeless woman, lies on the floor of her room, as sunlight streams through the windows.*



*f all the contrasts in modern Mexico's seething drama,*

*the most striking is perhaps the contrast between wealth and poverty.*

*Almost nowhere else in the Western world is the distance so profound  
that separates flamboyant luxury from stark want.*

*With the same sun penetrating →  
her dark, tiny kitchen, a woman and  
her daughter make the tortillas that, with  
beans and chili, form their staple food.*





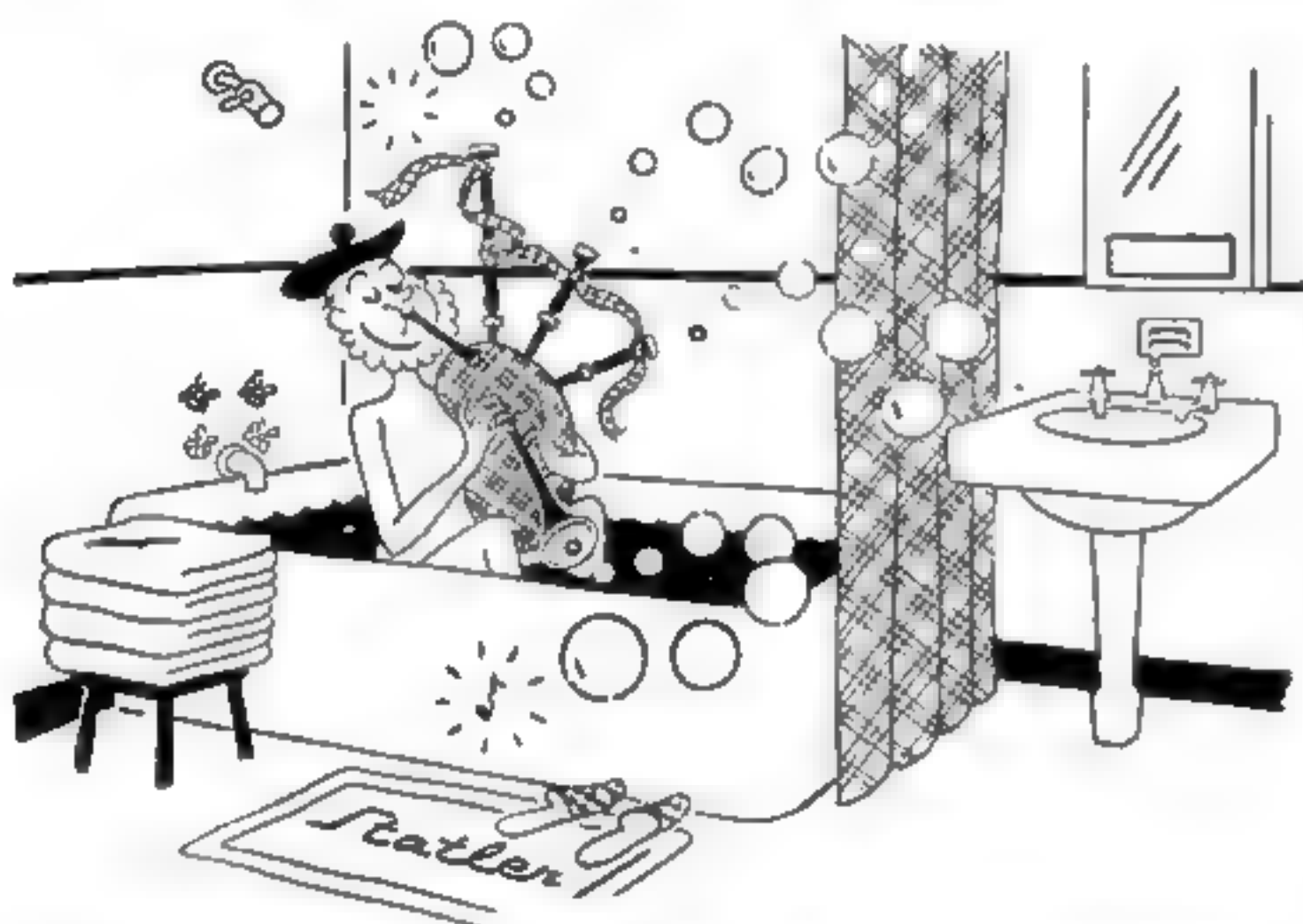




1. Sandy Scott, a Scotchman, with his kilts and bagpipe, too. Like other canny travelers, knew exactly what to do—He headed for the Statler, and he cried: "I find it nifty. They really treat me like a guest—and, better yet, it's thrifty!"



2. He tried a fancy highland fling on Statler's famous bed. "It's softer far than leather, and that's soft!" our Sandy said. "Eight hundred built-in springs and more sure promise a good night, And as a thrifty Scotchman should, I promise to sleep tight!"



3. "Now Scotch and water," Sandy said, "have always mixed quite well. And when I'm in a Statler tub—Hoot Mon—that rings the bell! You stacks of towels snowy white, the water steaming hot, The luxury of lots of soap—all please this scrubbing Scot."



4. "My Statler meals," the Scot exclaimed, "are really bonnie nice. I've never had so much, so good, at such a thrifty price. Each dish was perfectly prepared . . . as tasty as I've seen . . . Say, could ye pack and ship a chef to me in Aberdeen?"



5. "I'm always glad to pipe a tune in Statler's praise," said Sandy, "It's close to business, shops, and shows, the station too is handy. And there's another reason it's the traveler's favorite spot . . . You only spend a little—but you get an awful lot!"



STATLER HOTELS: NEW YORK (FORMERLY HOTEL PENNSYLVANIA)  
BOSTON • BUFFALO • CLEVELAND  
DETROIT • ST. LOUIS • WASHINGTON  
STATLER OPERATED: HOTEL WILLIAM PENN • PITTSBURGH



# The Dog's Freud



DOG PSYCHOLOGIST HARBISON PONDERES SYMPTOMS THAT BROUGHT THIS PATIENT TO HIS COUCH

## He treats phobias and complexes of the canine world

by HERBERT BREAN

**P**EOPLE with frivolous minds might conclude from the scene above that the dog is on his psychoanalyst's couch, dredging up from his subconscious certain puppyhood memories which have left him with a disturbing neurosis.

That, as a matter of fact, is just about what is happening. The dog is a mongrel, part schnauzer, named Tex whose psyche is pervaded by an overpowering insecurity complex. The man is Clarence Ellis Harbison, for some 30 years a dog trainer, authority and breeder, who has now set up in business as the country's first dog psychologist, a profession

prophesied by James Thurber 12 years ago (left).

While the mental ills of so indigent a group as dogs may seem as unrewarding a field in which to make a living as it is esoteric, Harbison has not found it so. When he first set up a booth as consulting psychologist to dogs at the Buffalo Kennel Club Show last February, he was besieged by owners of neurotic dogs. After a lecture he gave on his subject to a psychology class at Xavier University in April, he received a standing ovation. When he talked for 10 minutes over a Los Angeles radio station in August, the station received some 600 telephone queries within 45



**DRAWING** by James Thurber in 1938 correctly forecast what dogs would come to.





Something *beautiful* happens

...AND IT CAN HAPPEN TO YOU

...IN THE TWINKLING OF AN EYE

JUST TRY *Maybelline*  
WORLD'S FAVORITE MASCARA AND EYEBROW PENCIL



Linda Sue  
Was Safe  
In Her...

*Welsh*



Welsh "Boodle Buggy"

October 21, 1949  
Gentlemen:  
On Oct. 19, 1949, about 4:00 pm., I was returning to my home from the grocery store pushing my 4 mo. old daughter, Linda Sue, in her Welsh buggy, a buggy that was used when it was given to me. While crossing the street both the buggy and myself were struck by an auto. The buggy was carried about the length of the car. Due to the strength of the buggy my baby's life was saved. She received abrasions on her head. Otherwise she was unharmed. The buggy was torn and the body was bent. But my baby's life was saved due to your wonderfully constructed buggies. Thank you again.

Yours truly,  
Mrs. Anna Belle Hastings

If this letter is of any use to you, you are at liberty to use it in any way.

This letter comes straight from a mother's heart! Because Welsh products were designed by a mother, Matilda D. Welsh, for her own babies, other mothers everywhere, can feel utmost security!

"Always Ask for a 'Welsh'"

AT ALL LEADING STORES



**WELSH COMPANY**

World's largest manufacturer of folding baby carriages  
1535 S. EIGHTH ST. ST. LOUIS 4, MO.



GATES across Harbison home doorways confine the dogs to different rooms, enable the master to read in peace, prevent commotion at door when bell rings.

## DOG'S FREUD CONTINUED

minutes after Harbison left the microphone. Nor need all this seem surprising in a world which has seen the blossoming of professional dog walkers' services, dog menus in restaurants, at least one dog bath club (membership: \$10 a year) where a dog may go for a refreshing plunge, dog astrologers who cast up canine horoscopes, and a dog dictionary compiled by Lexicographer Wilfred J. Funk after endless conversations with dogs.

Having had no formal training in psychology or psychiatry, Harbison does not claim to be a full-fledged psychologist in the usual sense nor, being otherwise employed, does he expect to make a full-time living at it. Nevertheless he feels deeply that the dog's mental problems have become as serious as, if less intricate than, those presented to the professional psychologist by human patients, and his experience bears this out. His help has been sought by so many owners of dogs suffering from persecution complexes, inferiority attitudes, kleptomania, claustrophobia and other neurotic traits that his practice may presently burst the bounds of his modest establishment at Noroton, Conn. This seems the more likely since he seldom charges for the average case, asking instead that the owner make a \$10 to \$20 donation to the Westchester County S.P.C.A., of which he is president. If the dog's aberration does not disappear at the conclusion of the treatment, the owner pays nothing.

But dog psychology offers other rewards. As Harbison discovered long ago, dogs not only are as subject to mental illnesses as humans; they are subject to the same mental illnesses. Since he thinks dogs are as intelligent as human beings, and far more self-respecting and kindly ("There is no such thing as a vicious dog"), Harbison feels that whatever his observations in canine psychology may have taught him about human behavior is merely bonus. His real reward is the mutual understanding and tolerance he creates in the master-and-beast relationship, heretofore marked by bitter recrimination, tearful exchanges and howl-full nights.

## Gretel the kleptomaniac

ALTHOUGH it was only in the last year that he set up as canine psychologist, Harbison has been curing dogs of mental ills for a long time. His first, and still his favorite, psychological case was Gretel, a wayward German shepherd afflicted with kleptomania. This was in the '20s when Harbie, as he is known among dog fanciers, was operating a kennel in Aberdeen, Md., and the particular object of Gretel's kleptomania was the chickens on nearby farms. After repeated beatings her enraged master decided to have her "put to sleep," which is the dog man's euphemism for extermination.

Harbison, to whom the extermination of wayward dogs is on a par with capital punishment for wayward children, asked to be given the dog for a few weeks. He isolated her in a kennel, took good care of her and discovered that, removed from temptation, Gretel was a tractable, intelligent dog. Gretel in turn discovered that there were

CONTINUED ON PAGE 72





*"I had to watch a  
Three-day Football game!"*

says SUSAN HAYWARD,  
co-starred with DANA ANDREWS  
in the SAMUEL GOLDWYN production,  
"MY FOOLISH HEART"

Though it lasts only a few minutes on the screen, the football sequence in "My Foolish Heart" took days to film! I had to sit with chilled, icy hands through three days of some of the rawest, meanest weather I've ever seen before we got the final "take" . . .



Next day, I spent hours washing dishes to satisfy director Mark Robson . . .



But Jergens Lotion kept my hands from looking "weatherbeaten" . . .



So that they were soft and beautiful in tender, romantic scenes . . .



And in close-ups with Dana Andrews. Lovely hands are easy to have . . .



Being a liquid, Jergens Lotion is quickly absorbed by thirsty skin . . .

#### CAN YOUR LOTION OR HAND CREAM PASS THIS "FILM TEST"?

To soften, a lotion or cream should be absorbed by upper layers of skin. Jergens Lotion contains quickly-absorbed ingredients doctors recommend — no heavy oils that merely coat the skin. Proof? Water won't "bead" on hand smoothed with Jergens Lotion (left hand) as with a lotion or cream that leaves a heavy, oily film (right hand).

Prove it to yourself by making the easy test described above . . .



You'll discover why Jergens Lotion is my beauty secret . . .

## Jergens Lotion

used by more women  
than any other hand care  
in the world  
still 10¢ to \$1 plus tax

And is used by Hollywood stars 7 to 1 over other hand cares!



# \* Cough Relief

• DUE TO SIZE

Yes, relief is quick, sure, safe, when Pine Bros. cover your cough-torn throat with moist, soothing glycerine. Use freely. They won't upset your stomach.

PINE BROS., INC., PHILADELPHIA



10¢

5 pleasing flavors

*fast*

## DOG'S FREUD CONTINUED

people in the world who loved, and did not beat, dogs. Harbison then decided to try to channel Gretel's undoubted talents into commensurate activities. He turned her over to a New Jersey trainer who made Gretel into one of the first U.S. guide dogs for the blind. She spent seven years usefully leading a sightless Bostonian through Harvard and into a successful insurance business. Harbison feels she opened his eyes to the possibilities of canine psychiatry.

The first step in the Harbison treatment of a neurotic dog consists of an interview with the master, during which he learns the dog's history, who feeds him, whether he has been trained, how and if he is punished. (Whipping is frequently the answer to everything; Harbison has run across people who punished a dog by chasing him with



DEMPSEY learned poise, balance with the aid of a rubber ball.

a roaring vacuum cleaner.) Sometimes he can put his finger on the cause of the dog's difficulty without ever seeing him. He cured a seemingly claustrophobic Doberman owned by Rudy Vallee in this way. Vallee was living in a New York apartment and playing at a hotel when Himmel, the Doberman, daily began making frantic efforts around 11 a.m. to get out of the nearest door or window. During these spells he seemed in a perfect frenzy at being confined by walls. Called on for an opinion, Harbie diagnosed the case at once. Because of Vallee's living habits, Himmel was in the apartment continuously from dinnertime, when the

orchestra leader left for the evening's engagement, until the following noon, when he arose. Himmel's frenzy was simply the result of a decent desire to visit the men's room. Although a dog's inability to communicate in human speech submerges and therefore helps aggravate his aberrations, it does not particularly impede Harbie's psychological treatment. One reason is that many difficulties originate with the masters, virtually all of whom can talk. Another is that Harbie, having taught dozens of obedience classes, trained scores of dogs and judged or attended nearly 2,000 dog shows, can very nearly read a dog's mind. Usually after the initial interview he pays a visit to the home and watches the dog's reactions to his normal environment. Occasionally he takes serious cases for observation at his home.

This is a Colonial house of medium size whose back yard is given over to a dog run, complete with grooming table and a high perch (like children, dogs like to be up high occasionally). The basement contains pens for the use of larger dogs at night; the smaller dogs—Harbison keeps seven, some of them former patients—sleep either in his bedroom or in Mrs. Harbison's.

Harbison studies the patient's mental make-up over a period of days, watching how he plays, eats and reacts to other dogs, strangers and friends. He thus gradually deduces the cause of the trouble. The cure is sometimes a relatively simple adjustment achieved almost mechanically. Dempsey (above), a Staffordshire terrier whom Harbison rescued from a humane society gas chamber, for example, was a remarkably alert dog, bursting with steel-muscled energy, who hurried everything he did in a senseless passion of anxiety, knocking over people, chairs and vases in his eagerness to do what he was told. Harbison turned Dempsey into a relatively calm, relaxed dog by training him to balance a ball on his head, which taught him patience, delicacy of movement and self-confidence.

Self-confidence is as important to the canine personality as it is to the human. Psychically dogs are simple-minded animals who express emotion immediately, be it joy, sorrow (they occasionally weep), interest, fear or rage. They have keen scent, good hearing and phenomenal memories. Generally speaking they like human company better than that of their own kind, and they seek and need a master to guide their lives amid the welter of complexities and nerve strains that are modern civilization. Many masters fail to supply this guidance, and the dogs' troubles usually result, as do humans', from efforts to cope with problems too big or too complex for their adjustive abilities. Thus the dog that is constantly or unfairly berated learns to cringe and slink as the best, if ineffectual, solution to his difficulty. Once learned, such behavior patterns are seldom changed without outside help.

Harbison's practice has brought him some curious samples of canine psychology, such as dogs with fixations on particular bones or a morbid fear of lightning, but he finds most cases are common forms of misbehavior that are carried to neurotic extremes. While no two dogs are alike, and consequently no single cure can apply to

# it isn't cheap

**Durkee's FAMOUS DRESSING COSTS A FEW CENTS MORE But...**



Durkee's is the original tangy dressing and meat sauce. It costs more because it is made from fresh eggs and other expensive ingredients... aged and blended by a secret formula which has never been duplicated.

For SALADS - COLD MEATS FISH AND FOWL.

**Recipe Offer**  
Write Durkee Famous Foods, Dept. LD-150, Elmhurst, L.I., N.Y. for free recipe folder on Famous Dressing uses.

**FOR BEST RESULTS SHAVE WITH..**



No brush  
No lather  
No rub-in

**PAIN**

of headache, neuritis and neuralgia

**RELIEVED**

**incredibly fast**

the way thousands of physicians and dentists recommend—

**ANACIN**

**Here's why**

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



CONTINUED ON PAGE 74



# BLIZZARD OF WHITE SALES SWEEPS COUNTRY

## PEPPERELL BRINGS BIG VALUES IN SHEETS

Sheet sales in January are as traditional as weddings in June. And whatever kind of sheets you want, whatever price you want to pay, you can count on Pepperell—famous for sheets and sheeting for over a hundred years. Pepperell brings you three fine grades of sheets: exquisite Combed Percales, long-wearing Luxury Muslins and economical Utility Muslins. What's more,

you'll find bargains not only in fine white sheets, but in glamorous colored sheets, too. Look for aqua, peach, soft maize, rose, pink, and blue—in all three grades of sheets. At January sale prices, you won't want to pass up the luxury of flattering colored sheets. Be sure to ask for Pepperell sheets—Muslin or fine Combed Percale—at your favorite store today!



**Family of Seven Sleeps on Long-Wearing Pepperell Luxury Muslin Sheets**

It's a wise mother who goes for the thrifty beauty of Pepperell Luxury Muslin sheets. She knows they're the longest-wearing muslins—woven with more than 140 threads per square inch—the finest grade of

muslin she can buy! Yet sturdy as they are, they're beautifully textured. And they grow even smoother, softer with every laundering. They're an extra good buy in January—the perfect sheet for the whole family!

PEPPERELL MANUFACTURING COMPANY, BOSTON, MASSACHUSETTS

*Remember, in January as always, Pepperell is a promise . . .  
of top quality in fine Combed Percale and Muslin sheets*



# PEPPERELL SHEETS



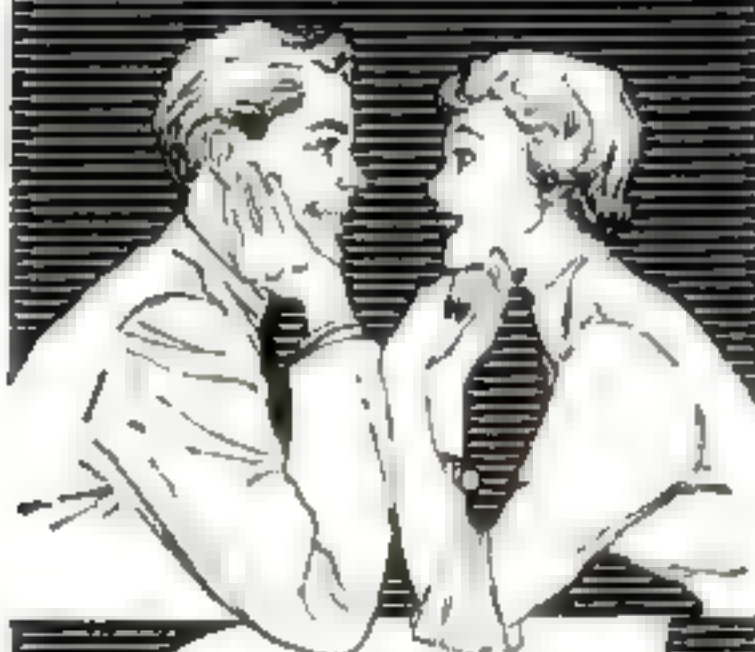
**BRIDE-TO-BE STOCKS UP ON PEPPERELL COMBED PERCALES.** What bride wouldn't want luxurious Combed Percale sheets? And at January sale prices, she can afford a whole hope chest full! Pepperell Combed Percales are made of fine cotton combed till only longer-staple fibres remain, woven 180 threads per square inch. Extra smooth, extra soft, extra strong, extra beautiful!

**YOUNG COUPLE SAVES PENNIES—BUYS UTILITY MUSLINS.** For long wear at a down-to-earth price, Pepperell Utility Muslins can't be beat! Woven 128 threads per square inch, they're top quality in their price range, low-priced for January! Like all Pepperell sheets, these Utility Muslin sheets come in flattering tub-fast "personality" colors as well as traditional white.





A  
Squibb clean  
mouth  
has a  
mint-fresh  
breath



Pleasant...  
real mint for  
taste and breath.

Gentle...  
contains the finest  
known polishing  
ingredients.

Effective...  
made with  
antacid  
magnesium  
hydroxide.



## HARBISON PRESCRIPTIONS

**FREQUENT BARKING**—"This is probably the commonest difficulty. The owner should always try to learn why the dog is barking. Sometimes the dog is simply confused—commands are given him weakly and inconsistently, or else the owner is a tough disciplinarian who gives too many commands. Sometimes a dog barks out of sheer boredom. A dog's life should be varied by daily grooming, a variety of foods, walks and training in obedience and tricks. He needs an interest in life as much as any human."

**AGGRESSIVENESS TOWARD STRANGERS**—"The owner should bear in mind that protecting his property is one of his dog's strongest impulses. Let him bark once or twice—after all, a dog has his privileges—and then tell him it is all right. If he tends to bite strangers, teach him to sit and shake hands, then make him shake hands with everyone who comes to the house. This will win him praise and admiration and sublimate his previous aggression."

**OVERFRIENDLINESS**—"Never, never let a dog put his paws up on you. Teach him that anyone's person is forbidden territory, that he cannot demand attention. Give no quarter in this."

**CHASING CARS**—"The answer to this is simple: a dog should never run free. No dog handler lets his dogs roam the neighborhood, for they can get into all kinds of difficulties. If you feel you must, a chain dangled from his collar will whip his legs when he runs fast after cars, or he can be equipped with a harness from which is suspended a wooden rod that strikes his knees when he runs."

## DOG'S FREUD CONTINUED

all cases, he has certain standard prescriptions for standard complaints, samples of which appear above.

His treatment is double-barreled: eliminating the cause of the dog's bad behavior pattern and launching him on a mental-reconditioning course designed to bring him back to healthy, doggy ways of living. With Tex, the mongrel, as tough a case as Harbison has encountered, this began, as with most Harbison patients, from the moment they met.

Tex had been a timid, well-mannered pup when he was adopted in Texas by a young flier and his bride. But their traveling existence necessitated turning Tex over to a succession of masters, some of whom already had dogs. With each change Tex grew more jealous and insecure, and therefore more ugly; he bit a member of one family, and that on Christmas. He wound up, a real problem dog, in an animal shelter where Harbison found him.

Taking him over, Harbison briskly ordered Tex into his car, knowing Tex hated cars, and, ignoring him, drove him home. No one had dared bathe Tex for months; he disliked baths. Harbison bathed him and offered him food. When he refused it, it was taken away, and Tex was confined to a training box. During the next few days Tex watched Harbie and Harbie watched Tex. He quickly recognized the dog's aggressive barking and growling as a defense mechanism which disguised a morbidly fearful attitude. Henceforth Tex got a kindly word when he was good; blunt, quiet-voiced reproof when he was not. A cup of water dashed in his face was the strongest punishment he received for excessive barking. After a few days he regained his appetite and was gradually introduced to the other dogs in the Harbison menage. For a time he barked and snarled at them, but they ignored him, and Tex apparently began to sense the absurdity of his behavior. That is, he began to grow up, or adjust to an environment which was not beyond his capacity. His barking and snapping diminished. He tolerated the other dogs, and while he still displayed a tendency to revert to his inferiority attitude, this too gradually disappeared. He spent many happy periods lying at the feet of his new master or on the couch in his study, listening to a calm voice tell him he was a good dog and was wanted, and feeling a friendly hand pat his head—all that it takes to make a dog's world deeply and completely right. A few months more and Tex will be ready to take his place in society.

One aspect of his treatment pleases Harbison very much. That is that it is permanent. Once he has made a master understand his dog's problem and has both master and dog well launched in their new modes of behavior ("I tell the owner he has to do *exactly* as I say"), there are few relapses into the old difficulties. Lorelei, for instance, a Doberman pinscher possessed of fierce aggressiveness, was brought to Harbison for training when he was conducting an

## Actress



Angelyn Orr, popular radio star, has her own "program" for keeping her hands lovely—famous Italian Balm, used daily.

Countless women switch to Italian Balm for winter. It takes a rich, concentrated lotion to protect skin against severe cold and biting wind! Proved in Canada, Italian Balm softens rough, dry, chapped skin overnight. So economical! One drop serves both hands. Try it—see the amazing difference with this richer lotion! 25¢, 50¢, \$1 per bottle.

Compare  
**Italian Balm**  
for CHAP-FREE HANDS

Nail clip for successful men—  
Wigder Nail Clips cut  
quick, stay sharp. only 25¢  
Include double-cut  
nail file, cleaner point.  
at drug & 10¢ stores. **Wigder**

**666**  
LIQUID OR TABLETS  
IS YOUR ANSWER TO  
**COLDS' MISERIES**  
Here's why! 666 is time-tested. It's different. Try 666 yourself.

**HOW TO GIVE  
QUICK REST  
TO TIRED EYES**

• Eyes tired? Feel as if you can't work, can't enjoy yourself? Then give them a quick rest—



• Put two drops of gentle Murine in each eye. It cleanses and soothes.



• In seconds, your eyes feel rested. Murine's seven ingredients help your eyes feel fine.



**MURINE**  
FOR YOUR EYES



# VETERANS OF FOREIGN WARS "GOLDEN ANNIVERSARY APPRECIATION" CONTEST

# \$62,500.00 IN CASH! PRIZES!

SIXTY-TWO THOUSAND FIVE HUNDRED DOLLARS



## Established 50 Years

This great American organization has extended a kind, charitable and helping hand to war veterans in every State of the Union... to foreign lands... wherever a veteran needs and is entitled to benefits from the Government.

Here are a few of the major prize winners in the first V.F.W. Contest—\$35,985.00 in cash and 3 Chevrolet Sedans were paid in prizes to the fortunate contestants!

**\$20,000.00 Class A** Prize Winner, Mr. E. R. Muselman, Salt Lake City 1, Utah. Mr. Muselman wrote, "Please accept my heartfelt thanks for the \$20,000.00 check I received in the morning mail. One who enters such a contest knows his contribution will go to aid veterans who sacrificed so much so that our nation might remain free."

**\$10,000.00 Class B**, and **\$5,000.00** Jack Pot Winner, Jack Schecter, Brooklyn 19, N. Y. Mr. Schecter wrote, "I have just received the wonderful news of my good fortune with the two checks for \$15,000.00... your organization will always find a warm spot in my heart for it..."

**\$2,500.00 Class C** Prize Winner, Mrs. Florence M. Cunningham, New York City. Mrs. Cunningham wrote, "I heartily endorse your very fine efforts to add revenue to the Rehabilitation Service activities of the V.F.W., and consider it a privilege and a pleasure to be able to contribute in my small way to such a worthy cause."

**R. B. HANDY, JR.**, Quartermaster General, Veterans of Foreign Wars

"Keeping always in mind its primary objective of honoring the dead by helping the living, the Veterans of Foreign Wars brings this contest to the American people as a means of raising funds for the VFW Rehabilitation Service that will be used exclusively in the work of caring for our disabled comrades and their loved ones, and for the widows and orphans of those who gave their lives in the cause of freedom."

## NO PUZZLES TO SOLVE! NO TIE-BREAKERS! DUPLICATE PRIZES IN EVENT OF TIES! THIS NEW CONTEST IS SPONSORED FOR THE BENEFIT OF THE VETERANS OF FOREIGN WARS REHABILITATION SERVICE

(Please Do Not Confuse With Any Other Fund-Raising Campaigns For Any Other Veterans Organization.)



CLYDE A. LEWIS, Commander-in-Chief, Veterans of Foreign Wars

## FOR FUN AND FORTUNE!

Play this simple, fascinating CONTEST game of "FAMOUS AMERICAN PORTRAITS"



WHICH "FAMOUS AMERICAN" AM I?

As statesman and scholar I won fame, Lightning helped make famous my name, My signature on our Declaration—Helped free our land and form our nation.

Once you have identified the "Famous American" described in the jingle above, then complete the following 2-line jingle, filling in the first two spaces with the name of the "Famous American."

(Name of "Famous American") was this (Fill in 3 words or less)

(Write a line, the last word of which rhymes with the completed first line.)

HERE ARE HELPFUL HINTS for writing your own 2-line jingle:

John Doe was this man of state,  
His place is eternal with our nation's great.  
OR  
John Doe was this great man's name,  
Who lives forever in our Hall of Fame.



H. N. MENSLEY, Adjutant General, Veterans of Foreign Wars

"In dedicating this contest, and its proceeds, to the welfare of our disabled veterans, their families, and to the widows and orphans of those who died, the Veterans of Foreign Wars is voicing its gratitude to them, and its deep appreciation of what they did. In battle, their service knew no bounds. Now, in peace, they deserve the best that we can offer. Through the VFW Rehabilitation Service the net proceeds from this contest will be for them."

## YOU CAN ENTER FOR ANY ONE, TWO OR THREE CLASSES OF PRIZES, AND ENTER AS MANY TIMES AS YOU WANT, All money to pay all prizes in this contest has been deposited in The First National Bank, Kansas City, Mo. (SEE OFFICIAL CONTEST RULES BELOW)

CLASS A (100 PRIZES)	CLASS B (100 PRIZES)	CLASS C (100 PRIZES)
1st PRIZE . . . \$20,000.00	1st PRIZE . . . \$10,000.00	1st PRIZE . . . \$ 2,500.00
2nd PRIZE . . . 3,000.00	2nd PRIZE . . . 1,500.00	2nd PRIZE . . . 500.00
3rd PRIZE . . . 2,000.00	3rd PRIZE . . . 1,000.00	3rd PRIZE . . . 250.00
4th PRIZE . . . 1,000.00	4th PRIZE . . . 500.00	4th PRIZE . . . 150.00
5th PRIZE . . . 500.00	5th PRIZE . . . 250.00	5th PRIZE . . . 100.00
6th PRIZE . . . 350.00	6th PRIZE . . . 175.00	6th PRIZE . . . 75.00
7th PRIZE . . . 200.00	7th PRIZE . . . 100.00	7th PRIZE . . . 60.00
8th PRIZE . . . 150.00	8th PRIZE . . . 80.00	8th PRIZE . . . 50.00
9th PRIZE . . . 100.00	9th PRIZE . . . 65.00	9th PRIZE . . . 40.00
10th PRIZE . . . 75.00	10th PRIZE . . . 50.00	10th PRIZE . . . 30.00
90 PRIZES Each . . . 50.00	90 PRIZES Each . . . 25.00	90 PRIZES Each . . . 10.00
<b>\$31,875.00</b>	<b>\$15,970.00</b>	<b>\$4,455.00</b>

## —and \$10,000.00 EXTRA IN CONSOLATION CASH PRIZES!

All those entering this contest, will be given an opportunity to enter a Consolation Contest paying an additional \$10,000.00 in cash prizes. The Consolation Contest is similar in nature and jingle to this primary contest. You will be entitled to enter the Consolation Contest, without a donation, which will make you eligible for prizes totaling \$1,500.00. If you make a donation of \$2.00, in the Consolation Contest, you will be eligible for prizes totaling \$2,500.00. If you make a donation of \$5.00, in that Contest, you will be eligible for prizes totaling \$6,000.00.

## YOU, TOO, CAN WIN BIG MONEY AND AN AUTOMOBILE IN A HURRY A PATRIOTIC CONTEST FOR PATRIOTIC CITIZENS

It's hard to believe, but it's absolutely true! You can win as much as \$38,500.00 and a brand new, latest model Chevrolet 4-door sedan (or its equivalent in cash). Who is the "Famous American" described above? (Use contest entry blank.)

Just imagine what entering this contest can mean to you! You can win one or several of the hundreds of prizes being offered in this sensational contest, sponsored in behalf of a charitable cause close to the hearts of every American citizen.

What are your most cherished hopes? A new home? . . . Would you like to pay off the mortgage on the one you now live in? . . . Provide for the education of your children? . . . Travel? . . . Have more life insurance for the protection of your family? . . . New furniture for your home? . . . The latest home appliances for comfort and convenience? . . . Practically anything and everything that makes life enjoyable? . . . ALL OF THIS POSSIBLE IF YOU ENTER THIS CONTEST. DO IT NOW!



AND a NEW 1950 CHEVROLET 4-DOOR SEDAN GIVEN AS AN EXTRA PRIZE FOR PROMPTNESS! (SEE CONTEST ENTRY BLANK)

Your Contribution Will Help Support the REHABILITATION SERVICE of the VETERANS OF FOREIGN WARS.

Under the direction of the VETERANS OF FOREIGN WARS NATIONAL REHABILITATION SERVICE, many thousands of claims of wounded, disabled and distressed veterans are handled annually.

VFW REHABILITATION SERVICE is staffed with medical, legal and claims experts who provide, free of charge, such technical advice and assistance as veterans and their families may require concerning disability pensions and compensations, hospitalization, burial allowances, government insurance, educational and vocational training and employment assistance.

Such claims are prosecuted by the VFW before the Veterans Administration WITHOUT COST TO THE INDIVIDUAL VETERAN, to secure for him or his family such benefits FROM THE GOVERNMENT to which he is entitled under the law.

The urgent needs of millions of veterans of World War II, added to those of veterans from former wars, needless to say, have placed a tremendous burden upon the financial resources of the VFW.

At a recent meeting of the VFW National Welfare Service Committee, Director George E. Lyons said, "The VFW NATIONAL REHABILITATION SERVICE made it possible for more than 156,000 veterans to obtain recognition for their claims for government benefits."

## THIS WORK DESERVES YOUR HELP!

We sincerely hope that the net results of this contest will provide the additional funds needed to carry on this great REHABILITATION SERVICE work on a larger scale than ever before. In that spirit of service to the unfortunate, you are asked to ENTER THIS CONTEST! THE NATIONAL HEADQUARTERS OF VETERANS OF FOREIGN WARS OF THE UNITED STATES, Kansas City 2, Mo., will be pleased to send information regarding the extent of its REHABILITATION SERVICE to anyone on request, without obligation.

© 1950 VFW USA of Kansas City, Mo.

## PLEASE READ CAREFULLY—OFFICIAL CONTEST RULES AND ENTRY BLANK!

1. \$62,500 in cash, and a brand new CHEVROLET 4-DOOR SEDAN (or its equivalent in CASH, at winner's option) will be paid to the prize winning contestants in this Contest. Cash prizes will be distributed as follows:

100 Class A cash prizes totaling \$31,875.00  
100 Class B cash prizes totaling \$15,970.00  
100 Class C cash prizes totaling \$4,455.00  
—and 27 CASH PRIZES totaling \$10,000.00 in a special Consolation Contest.

2. This contest is open to any resident of the continental United States except national officers of VETERANS OF FOREIGN WARS or employees of the NATIONAL ORGANIZATION OF V.F.W., or its advertising agency or its contest judging company or members of their families. Anyone who has won \$1,000.00 or more in cash or in kind in any previous contest sponsored by any organization or firm is also excluded. Sworn statements that this rule has been observed will be required before any contestant is adjudged a winner. All entries must bear a permanent home address in the continental U. S. or, for members of the Armed Forces, an official A.P.O. or Fleet P.O. number.

3. Each contestant can send in as many entries as he or she desires. However, each entry must be accompanied by a contribution as specified in the Contest Entry Blank.

4. Entries will be judged on accuracy in identifying the "Famous American" in the contest, and on the originality and appropriateness of the required 2-line jingle about the "Famous American."

5. Any contestant who accepts help of any kind in writing the jingle or jingles from anyone (same family or household excepted) will be disqualified. Sworn statements that this rule has been observed will be required before any contestant is adjudged a winner.

6. All entries become the property of the VETERANS OF FOREIGN WARS OF THE UNITED STATES and will not be returned, nor at any time will any jingle submitted by any contestant be announced, quoted or published either before or after the close of this contest by the VFW.

7. All entries will be acknowledged and receipted for the amount of the contribution.

8. Soon after May 15, 1950, a list of all the winners of the 300 cash prizes, totaling \$52,500.00, and of the promptness award winners, will be sent to all contestants, and with it, instructions for entering the Consolation Contest, totaling \$10,000.00 in additional cash prizes.

9. All entries will be judged by the expert judges of The Reuben H. Donnelley Corporation. (This company has a national reputation for fairness in judging contests and, in the opinion of VFW, is best qualified for this purpose.)

10. All cash, money orders or checks submitted will be considered as contributions, regardless of the amount, and the entry will be placed in the classification completely covered by the contributor.

11. VETERANS OF FOREIGN WARS OF THE UNITED STATES, their advertising agency and their judging company will not be responsible for lost or delayed communications or for clerical or mechanical errors, and each contestant, by the act of sending in the entries, agrees to be bound by the rules and instructions, and, in any event, by the decision of the VETERANS OF FOREIGN WARS OF THE UNITED STATES and/or its judging company.

12. Entries may be submitted on the Official Contest Entry Blank, or on a plain piece of paper, with contestant's name and address printed clearly.

**THIS IS YOUR ENTRY BLANK PLEASE USE IT NOW**

(The requirements stated in this Contest Entry Blank are a part of the Official Contest Rules)

MAIL TO: Veterans of Foreign Wars of the United States "Famous American" Portrait Contest Box 5037, Dept. B-4, Chicago 77, Illinois

Here is my entry in your "Famous American" Contest:

(Name of "Famous American" described above) was this (Fill in 3 words or less)

(Write a line, the last word of which rhymes with the completed first line.)

With this entry, I enclose my contribution to your organization for the benefit of VFW Rehabilitation Fund as checked: (PLEASE CHECK CAREFULLY.)

- ( ) I ENCLOSE \$2 for consideration in CLASS C PRIZES, first prize of which is \$2,500.00.
- ( ) I ENCLOSE \$3 for consideration in CLASS B PRIZES, first prize of which is \$10,000.00.
- ( ) I ENCLOSE \$10 for consideration in CLASS A PRIZES, first prize of which is \$20,000.00.
- ( ) I ENCLOSE \$7 for consideration in CLASSES B & C PRIZES, first prizes of which total \$12,500.00.
- ( ) I ENCLOSE \$12 for consideration in CLASSES A & C PRIZES, first prizes of which total \$22,500.00.
- ( ) I ENCLOSE \$15 for consideration in CLASSES A & B PRIZES, first prizes of which total \$30,000.00.
- ( ) I ENCLOSE \$17 for consideration in CLASSES A, B & C PRIZES, first prizes of which total \$32,500.00.

terms of the contest and agree to abide by them and the judges' decisions.

NAME (Your Signature)  
NAME (Print Plainly)  
ADDRESS (Print Plainly)  
CITY (Include Zone No.) (Print Plainly)  
STATE (Print Plainly)

IMPORTANT! If at all possible, contestant is urged to send contributions by CHECK or MONEY ORDER, MADE PAYABLE TO VFW "FAMOUS AMERICAN" PORTRAIT CONTEST. IF YOU SEND CASH, WRAP IT INSIDE YOUR ENTRY BLANK.

All entries must be postmarked before MIDNIGHT, SATURDAY, APRIL 1, 1950. (Entries and contributions received after April 15, 1950 will be returned to sender.)

Entries postmarked before MIDNIGHT, SATURDAY, JANUARY 28, 1950, and received not later than February 6, 1950, will be judged for the PROMPTNESS PRIZE of a brand new, 4-Door Chevrolet Sedan (or its equivalent in cash at winner's option), IN ADDITION TO THE CASH PRIZES.





## Say, Isn't She a Peach?

Your baby is a peach, too, we bet! And we're really experts at picking peaches—in the bassinet or in the orchard. For, at Gerber's, babies (and what they eat) are our only business.

Speaking of orchards, each season Gerber's specialists okay only the special fruits best suited to your baby. The same is true of vegetables and grains. Then, these are cooked by Gerber's own Double-Protection Method. 1. It protects the naturally good flavor babies like. 2. It maintains a high degree of the vitamins and minerals your baby needs.

Your Peach needs meats, too. For they provide important body-building proteins. So, among our newest

Baby Specialties, you'll find the tastiest, most appetizing beef, veal and liver you've ever seen. Prepared **ARMOUR** from Armour quality cuts. Ready to serve. And about 50% cheaper than meats you'd spend hours scraping yourself.

Who knows best what's best for your Peach? Wouldn't you say your doctor first? And then the people who spend all their time studying baby foods. From Starting Cereals through Junior Meats, Gerber's please more babies. And, all are accepted by the Council on Foods and Nutrition of The American Medical Association.



Start on Gerber's FREE! Send for Cereal samples. Dept. LF1-Q, Fremont, Mich. In Canada, Gerber's Toronto.

**Gerber's**  
BABY FOODS  
Fremont, Mich.



Babies are our business...our only business!

## DOG'S FREUD CONTINUED

obedience class several years ago in Chicago. At the sight of another dog she went berserk, barking and tugging frantically at her leash to get at the other dog. Harbison soon discovered that dislike and resentment for the dog by neighbors had given her owners a shamed, defensive feeling about her, a feeling that they communicated to Lorelei. It drove her crazy.

Harbison explained what the dog's potential was to her owners and took Lorelei under his care. After some weeks her inferiority vanished, never to reappear. Subsequently Lorelei won all three of the canine obedience degrees then conferred by the American Kennel Club—CD (Companion Dog), CDX (Companion Dog Excellent) and UD (Utility Dog).

Harbison ascribes much of his knowledge of canine psychology, and the many, many tricks required to treat it successfully, to a particular phase of his career. That began 64 years ago in Schenectady, where he was born the son, grandson and nephew of horsemen. There were always dogs around the house, and although he worked for a time for the General Electric Company, there was never much doubt as to what he would do in life. He started a kennel in Maryland in 1923 and over the years appeared on the stage with trained dogs, managed kennel clubs, helped pioneer obedience training in this country, battled against unjust or discriminatory dog legislation and has served on many humane society boards. In addition he is also dog-show promotion manager for the Quaker Oats Company. However, beginning in 1928, Harbison was kennel editor of *Vogue* and *House & Garden* for 15 years, during which he undertook to answer every question that any reader might write him. As any editor knows, that is undertaking a great deal, and it drove him to enormous lengths of research and experiment. It is partly on this fund of knowledge that he now draws.

If the dog is man's best friend, Harbison is quite possibly the dog's. He has a deep love for dogs—all dogs, even lap dogs, although the German shepherd is his favorite—and he is inclined to get a little irritated at people, a breed he usually views tolerantly, who bring him patients and begin with "My dog is perfect except for one thing." "Except for one thing," he may snort to his wife afterward. "How perfect does a dog have to be? How many people are perfect except for one thing?"

He is inclined to believe that much of the misunderstanding between people and dogs is due to mankind's age-old fear of rabies. He likes to point out that rabies is actually one of the rarest of dog diseases, that during all of 1949 only 15 rabid dogs were discovered in all of populous New York State. He also likes to point out that a frequent cause of trouble lies in an owner's unknowingly letting the dog boss him. His friend, Dr. James R. Kinney, Chief Veterinarian at New York's Ellin Prince Speyer Hospital for Animals, tells of a dog that, properly housebroken, summoned the maid whenever he needed to go out by pressing the dining-room buzzer. If the maid did not appear the first time, the dog buzzed again. But if she did not appear on the second summons, the dog used the carpet. He had her trained in no time.



MORNING WALK of six of their dogs by the Harbisons requires multiple leashes. From left: Staffordshire, springer, Afghan, pug, shepherd and setter.



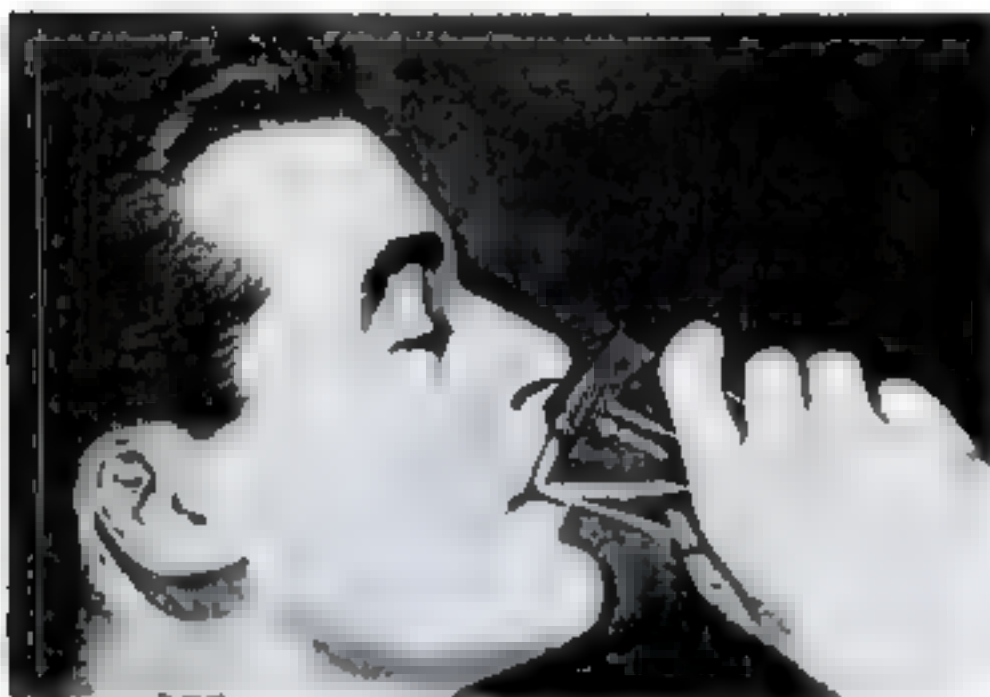


# Bufferin

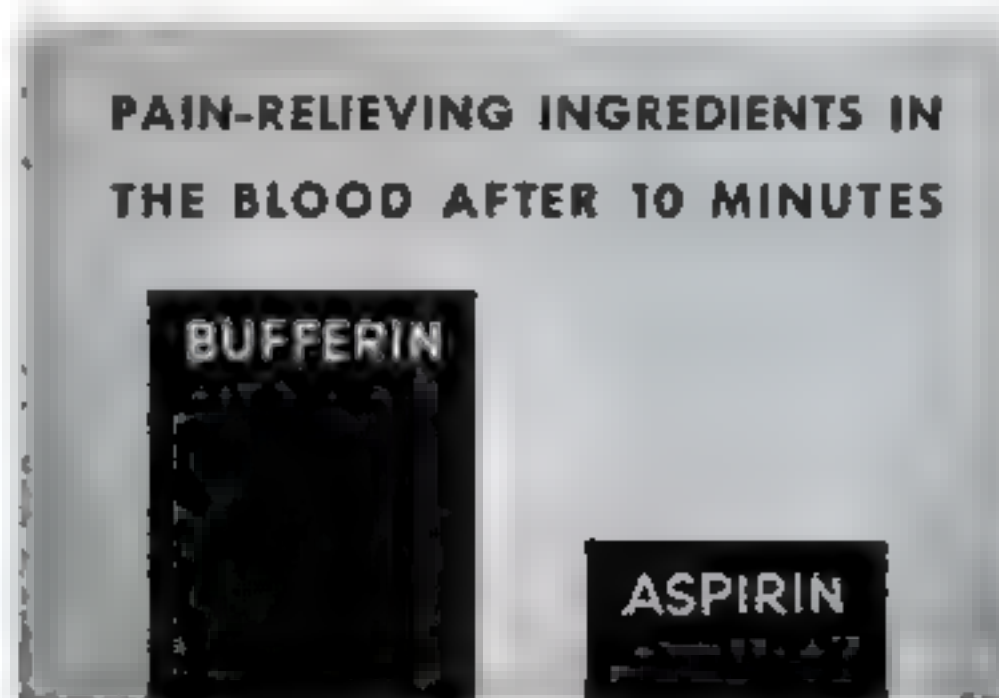
TRADE-MARK

*Acts twice as fast as aspirin!*

New product for fast pain relief doesn't disagree with you!



No tablet, powder or any other product that you take to relieve pain can start relieving it until it is absorbed into your bloodstream. For only then does it go to work to give you the relief you want.



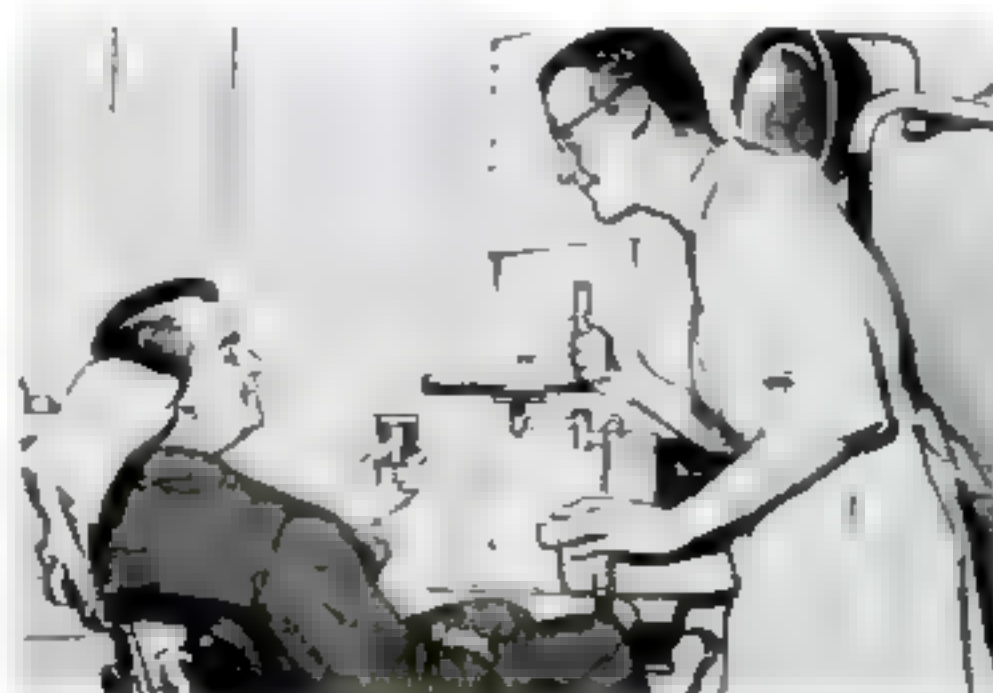
Clinical studies prove that people who take Bufferin have twice as much pain-relieving ingredients in the blood stream after 10 minutes as those who take aspirin. Bufferin acts twice as fast to relieve pain!



Many people take an antacid when they take aspirin. With Bufferin this is not necessary because Bufferin is an antacid. Bufferin actually protects your stomach from aspirin irritation.



In a recent clinical test, 200 patients—20 of whom had suffered gastric disturbances after taking aspirin—were given identical doses of Bufferin. The astonishing results: Only one of the 200 had even mild distress!



Ask your dentist or physician about the remarkable effectiveness of Bufferin. Get Bufferin from your druggist. In handy 12-tablet, pocket-size package—or economical 36- and 100-tablet packages for home use.

IF YOU HAVE BEEN ADVISED BY YOUR DOCTOR TO TAKE LARGE DOSES OF ASPIRIN AND YOU FIND THAT ASPIRIN CAUSES GASTRIC DISTRESS—ASK YOUR DOCTOR ABOUT BUFFERIN.

ALSO AVAILABLE IN CANADA



NOTE: BUFFERIN IS SCORED FOR EASY BREAKING WHEN HALF-DOSES ARE INDICATED

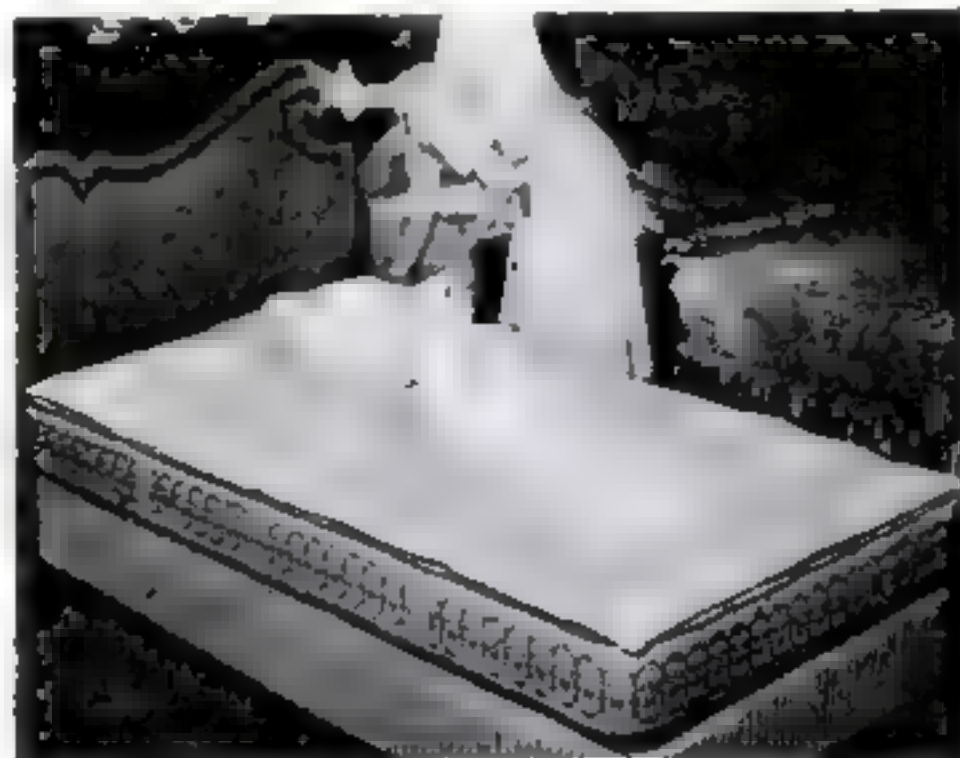
IF YOU SUFFER PAIN FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN





## Watch me WRINKLE-PROOF my bed

Watch me put on a Pacific Contour Sheet†—the newest, most amazing sheet ever made! It's actually wrinkle-proof, it can't muss or pull out once on the bed! The secret? Contour Sheets are pre-shaped . . . and they're the only pre-shaped sheets that have four sewn-in mitered corners and a generous tuck-under on all four sides! ✕ Look, it takes me only a moment to put on this wonderful bottom-sheet . . . and what dreamy sleeping comfort I'll get!



1. I cap one mattress corner with the first of the sheet's sewn-in, tape-bound mitered corners.

2. On goes the second corner. The tuck-under slips right into place—needs only a quick smoothing.



3. The sheet is pulled taut and held securely as I fit the third corner over the mattress corner.



4. I lift the mattress slightly in order to cap the last corner. The tuck-under gives further anchorage.

5. And now see the wrinkle-free result. What comfort!



## PACIFIC *Contour Sheets*† SAVE TIME AND WORK!

No excess material to get tangled in! Not a pin or pleat necessary! No daily remaking of the bottom-sheet required with wrinkle-proof Contours—once on, they're on to stay! (Sanforizing\* keeps them size perfect!) ✕ Woven of Pacific's soft and sturdy extra-strength muslin, these sheets give good long wear. You can get Pacific Contour Sheets for both standard-size twin and double mattresses, as well as for crib mattresses—so get them for all your family. ✕ Look for Pacific Contour Sheets, and for Pacific's other famous sheets in fine combed percale and muslins, when you shop the January White Sale. Pacific Contours are low-priced, at stores the country over. Write us for the name of your nearest store.

\*Remaining shrinkage less than 1%

†Trade mark of Pacific Mills

### CONTOUR **PACIFIC** SHEETS

Notable Pacific Products:

PACIFIC CONTOUR SHEETS • PACIFIC COMBED PERCALE  
PACIFIC EXTRA-STRENGTH MUSLIN • PACIFIC TRUTH MUSLIN  
PACIFIC RADIANT SHEET [electrically heated]

Pacific Quilted Mattress Protectors  
Pacific Supersorb Towels • Pacific Silver Cloth  
Cotton and rayon fabrics for men's, women's,  
and children's wear

Free booklet: "The story of Pacific Balanced Sheets." Drop a card to Pacific Mills, Dept. K1, 214 Church Street, New York 13





**THIS WINE IS FINE**, these five agree. The Syrian standing at left pinches his cheek to show his pleasure; the American girl in center makes a sign of satisfaction

with a familiar U. S. gesture. Brazilian at right pinches the lobe of his ear, the seated French girl kisses her fingers; and the Colombian at lower right nappily pulls eyelid.

## GESTURE LANGUAGE

How different peoples talk with their hands is told in new book

Although each of the people in the above picture is making a different gesture, they are all saying the same thing: this wine is terrific. They are making different gestures because they are of different nationalities. If the wine had been even more terrific, the Brazilian standing at the right might have reached around behind his head and pinched his other ear to prove his point. He and the others are friends of Dr. Mario Per, gathered together by him to illustrate some gestures which Per touches on

in a new book, *The Story of Language* (Lippincott, \$5). Dr. Per, a Columbia University professor, estimates there are some 700,000 gestures tucked away in different parts of the world. Some of them are quick and simple, like a shrug or a nod of the head. Others are historical in their origin, like the salute, derived from a motion medieval knights made when they raised visors. But gestures can be confusing. To see how they vary in meaning and method from country to country, turn the page.





## Do you think you should drink less coffee?

EVER NOTICE how many people keep count of their daily cups of coffee?

Maybe you do yourself.

For much as you enjoy coffee, you know what the caffeine in it can do to some people. How it can make them nervous or tense. How it can keep them from the pleasure of a good night's rest.

So whenever you begin to feel jittery—or find yourself sleeping poorly—you probably start thinking about how much coffee you drink. Should you drink *less* of this delicious beverage? Should you give it up entirely?

Should you? Not at all!

### DRINK SANKA COFFEE

You can still enjoy real coffee—and yet stop worrying—because Sanka Coffee is two ways wonderful!

First . . . Sanka is delicious coffee. Rich, full-bodied coffee with all the wonderful flavor and *bracing cheer* that you can get only from real coffee.

Second . . . Sanka Coffee is caffeine-free! And that means worry-free! You can drink all the Sanka you want, whenever you want—even late at night.

### REAL COFFEE - 97% CAFFEIN-FREE

For 97% of the caffeine has been removed from Sanka. It can't possibly keep you awake, or make you feel cross and irritable.

So why not start drinking Sanka Coffee tomorrow? You have nothing to lose . . . and possibly a great deal to gain!

## Sanka Coffee

Real coffee with the worry taken out.  
Drink it and sleep!



Products of General Foods

### Gesture Language CONTINUED

## LIKE GESTURE; UNLIKE MEANING



**TUGGING EYELID**, when done by Brazilian (left), means "He's a wise guy." Same gesture done by Colombian (right) means "Wonderful," "On the beam."



**GOODBY** in Spain, Italy and the Latin countries is made with gesture very similar to U.S. sign for "come here." Latin hello looks like the U.S. goodbye.



**STROKING CHIN**, done by Dr. Pei, an Italian, shows he is so bored that he is starting to grow beard. Done by Brazilian (right) it means "It's in the bag."

CONTINUED ON PAGE 82





# He who does not believe in miracles is not a realist!

For centuries they said, "if the Jews in Palestine ever have a State of their own it will be a miracle." But they got the State. And Israel is here! A miracle!

Next, they said, "if a handful of Jews could ever stand off the hordes of Arabs it would be nothing short of a miracle." But the Jews fought. And won. And lo! a miracle.

## *A Miracle Indeed*

When that State was a solid fact... when that war was won... when Israel announced it would take in 180,000 homeless Jews *within a year*—AGAIN they said "it would be a miracle." But 250,000 Jews were brought there in 1949. A miracle indeed!

The miracle of the twentieth century for realists to see and wonder at!

## *If you hadn't helped*

You who *wanted* to believe in miracles helped make them come true. If you hadn't given your time and your money, the immigrants couldn't have arrived... the fighters couldn't have won... the people would have been pushed into the sea. And Israel would be a dead, unburied dream.

Miracles have happened. But more still lie ahead. There are still thousands of wretched humans standing at the gates. There are homes to build. Clothes to make. Food to plant. Tools to fashion. Factories to rise.

Schools to run. Hospitals to establish. And souls to nourish.

And we realists have got to see these miracles through. We have done a great deal. We are coming closer to finishing the job. But all the miracles we have achieved may be wiped out if we fail to do what is expected of us this year.

## *Lift Up Your Brother*

So give, realists, give. Doesn't the Bible tell us that the true joy is the joy of giving? Isn't it exhilarating to see a friend heal, knowing you helped him heal? And don't we come closest to God when we reach out our hand to lift up a brother?

# United Jewish Appeal

*on behalf of the Resettlement and Reconstruction Programs of the Joint Distribution Committee,  
United Palestine Appeal and United Service for New Americans*

HENRY MORGENTHAU, JR., *General Chairman* • 165 WEST 46TH STREET, NEW YORK 19, N. Y.



IT'S HERE! IT'S VICKS AMAZING  
**NEW RELIEF**

**VICKS  
VAPORUB  
IN STEAM**

**Relieves Coughs, Stuffiness  
of Colds *with every breath!***

**IT'S EASY! DO THIS:**

Put 1 or 2 spoonfuls of Vicks Vaporub in a vaporizer or bowl of boiling water. See directions in package.

Then... breathe in the vapors. Every breath brings relief!

It relieves stuffy, choked-up misery—eases coughing spasms almost instantly!

You know—like millions of others—what really grand results you get when you rub on Vicks Vaporub.

Now... for amazing new relief when there's much coughing or stuffiness... use Vaporub this special way, too—in Steam! It brings relief almost instantly.

Every breath of the soothing medicated vapors eases coughing spasms, relieves "choked-up" feeling, makes breathing easier. Fine for children—grand for grown-ups.

Then, for continued relief—even while you sleep—rub Vaporub on throat, chest and back.

Use it in steam—  
Rub it on, too!

**VICKS  
VAPORUB**

**MOTHER! HERE'S A SPECIAL OFFER!**

Get a copy of "Your Child From 1 to 5"—valuable new booklet on child care spe-

cially edited for Vicks from Parents' Magazine. Send name, address, 20¢ in coin, and Vaporub boxtop to Department 19, Box 1813, Greensboro, N. C.

**ACE COMBS** HARD RUBBER  
*so smooth • so durable*

**FIRST  
AID  
FOR**

**HEADACHES**

*Feel Better  
FAST*

Use it also for FAST RELIEF of  
**ACID INDIGESTION  
COLD DISCOMFORTS  
MUSCULAR ACHES and PAINS**

**Aika-  
Seltzer**

**1+14,499,999**

equals

your home plus the other  
American families reached  
by the advertisers who use  
the pages of

**LIFE**

**MAN'S BEST LAXATIVE**

Grows in Fields  
and Forests



**10 HERBS IN  
TINY TABLET**

Folks who need help in keeping regular should look to herbs and roots—for the help provided by Nature. 10 such herbs and roots, scientifically compounded, are found in Nature's Remedy, NR Tablets. Countless thousands of folks have found an NR at night the best way to assure regularity in the morning. So gentle—no griping. It is wonderful—leaves you feeling refreshed, invigorated.

Try NR at our expense. 25 tablets 25¢. Buy a box at any drug store and try it. If you are not completely satisfied, return the box and unused tablets to us. We will refund your money plus postage.

PLAIN OR CANDY COATED

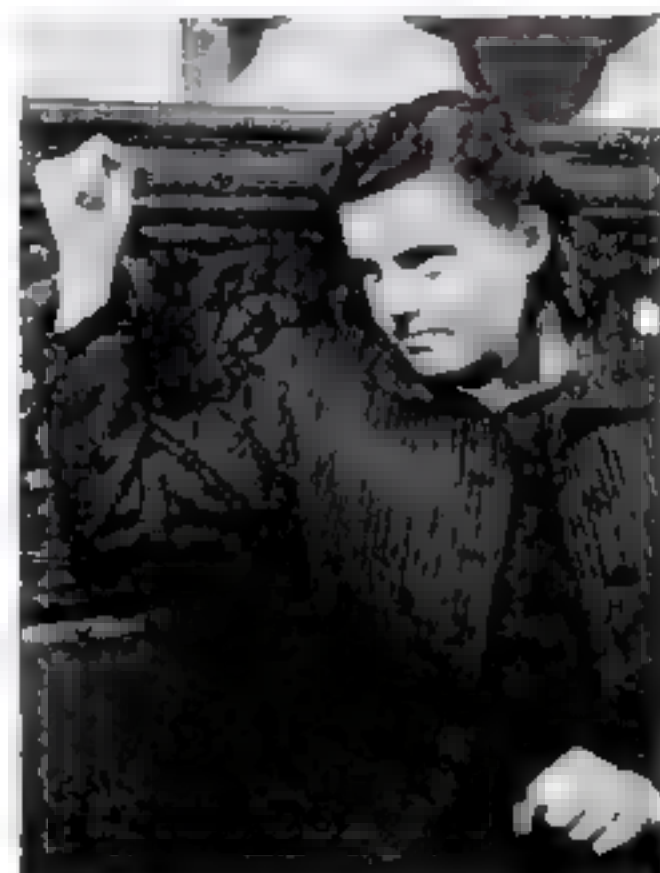
**Nature's Remedy**  
NR TABLETS-NR

Gesture Language CONTINUED

**LIKE MEANING; UNLIKE GESTURE**



**DEFIANCE** is indicated in Sicily by flicking thumbnail on front teeth, in U.S. by shaking a fist. In France first gesture means "You don't get a cent."



**CLOSE-FRIENDS** sign, "We're just like that," is made in Latin countries by holding two forefingers together, in U.S. by crossing middle and forefingers.



**PROTECTION** against bad luck, especially when talking about good luck, is always sought in Italy by touching iron, in the U.S. by knocking on wood.



**LATIN WOLF CALL**, equivalent of U.S. whistle, is made in Colombia by looking through imaginary binoculars; in Brazil, through imaginary telescope.







# ELECTRONICS at WORK . . .

The device shown is the IBM Electronic Counter, basic unit of IBM Electronic Machines which compute arithmetical problems at tremendous speeds.

**A BUSINESSMAN** needs a report on his company's production and inventory position, and he has to have it faster than ever before.

**A SCIENTIST**, working in the atomic energy field, needs to know the exact effect of relativistic mass increases in the slowing down of fast electrons.

**AN AIRCRAFT DESIGNER** needs to determine the theoretical stresses and strains brought about by the use of new-type controls on a jet-powered, supersonic plane.

Today, these intricate requirements and countless others are being met at amazingly high speed through the use of IBM Electronic Business Machines.

IBM pioneered in the application of the science of electronics to business machines . . . machines which benefit everyone through increasing the productivity of industry and science.



INTERNATIONAL BUSINESS MACHINES CORPORATION

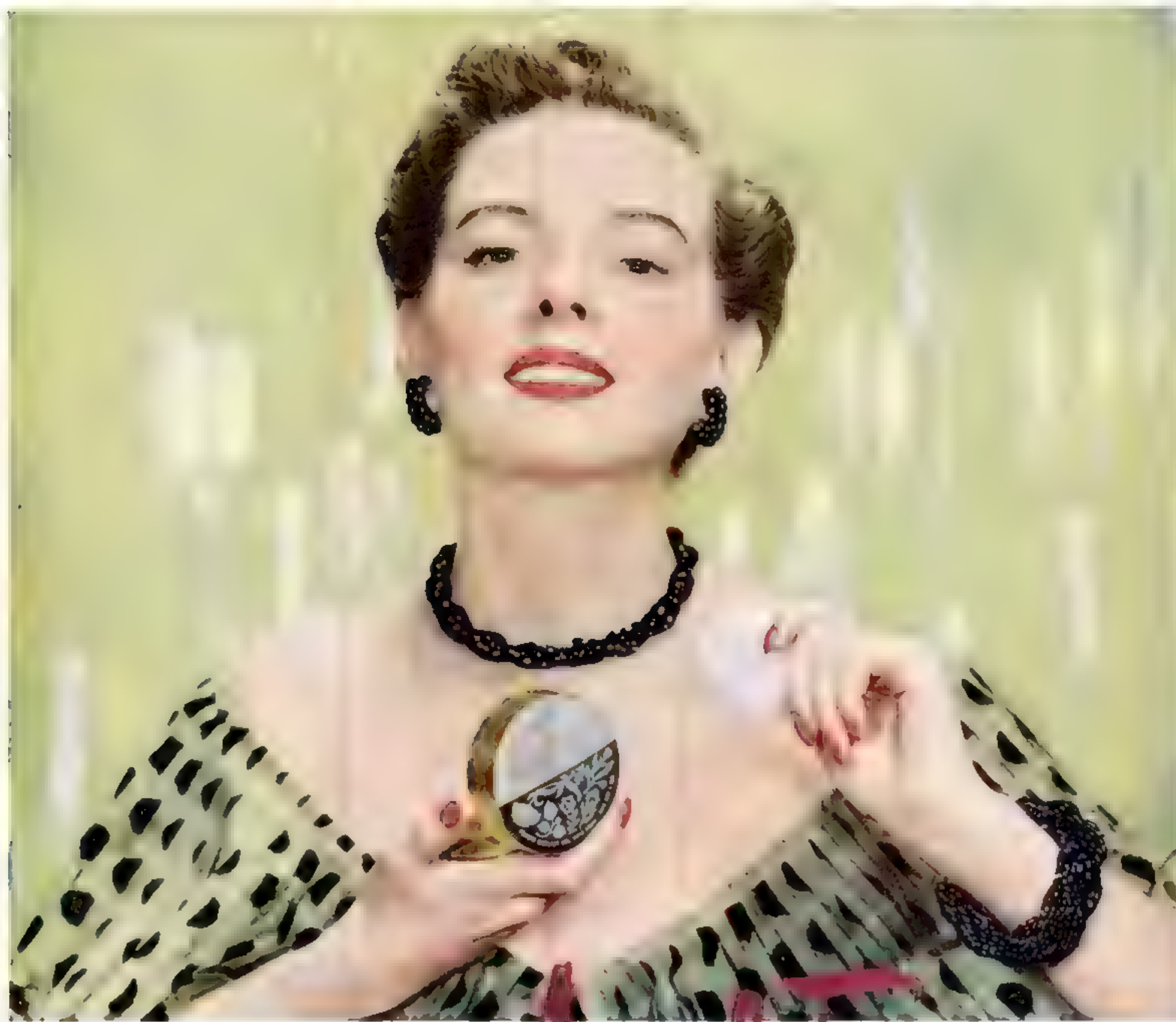
*World Headquarters Building*

590 MADISON AVENUE • NEW YORK 22, NEW YORK



# Luscious new shade—"Blushing Angel"

Blonde coloring looks richer . . . a brunette skin looks fine-as-silk in "Blushing Angel"! This soft, muted, tan-rose Angel Face tone does wonderful things for every girl!



## One enchanted make-up **Angel Face** by Pond's Foundation and powder—blended together!

*Incredibly easy to apply!* No wet sponge . . . no greasy fingertips . . . no loose powder. Angel Face goes on like velvet—with its own downy puff! "Pond's new all-in-one make-up gives such a smooth color," says the Countess Jean de Caraman. "I especially like the new, soft 'Blushing Angel' shade!"

*Stays on—much longer than powder!* There's a special reason why Pond's Angel Face goes on so evenly and stays on so well. It's a smoothing "cling" ingredient—*pressure-blended* through the make-up! "Angel Face gives a smooth, mat finish that stays on beautifully!" says Mrs. Ernest du Pont, Jr.

*Can't spill over your handbag or clothes!* Says Mrs. George Whitney, Jr., "I always tuck an Angel Face in my handbag, so I can give myself a new make-up at a moment's notice—anywhere!" Besides new "Blushing Angel," 5 other exquisite shades. Angel Face complete with puff—89¢, plus tax.





CHARLESTON DANCERS IN FRINGED SKIRTS WEAR RHINESTONE-TRIMMED PUMPS (DELMAN, \$42.95), STRAPPED SANDALS (EVINS, \$42.50)

# Jeweled Shoes

Glittering new slippers doll up dancers' feet

Expensively shod feet that twinkle on dance floors this winter are also going to glitter enough to make an ant-eye view of the floors much brighter. With the short evening dress emphasizing legs and feet, shoemakers are studding heels and slipper straps with rhinestones. Like the short skirt, jeweled shoes are revivals of the '20s when rhinestones and sequins adorned women from the ear-tip to toe-tip. It is an expensive fashion because the shoes are usually custom made. Even the simple ballet slippers at right, when dressed up with jewels, sell for almost twice their untrimmed price.



STAY-AT-HOME velvet slippers are decorated with jewel-embroidered initials (Capezio, \$16.95).





Check that Chap—Watch those lips in wintry weather. Always use 'Chap Stick' at the first sign of lip chap.

'Chap Stick', the choice of millions, young and old, because it's specially medicated, specially soothing — because its results are sure and lasting. It's pocket size, and easy to apply.

When your lips are cracked and sore, remember that 'Chap Stick' is the one and only antiseptic lip balm. Buy 'Chap Stick' today.



## 3 reasons why men's hands need 'Chap-ans'

Men—here's why you'll want 'Chap-ans', the new and different hand cream made especially for you.

1. Specially medicated for hands that work
2. More penetrating—more effective
3. Swiftly absorbed and antiseptic

'Chap-ans' brings sure, quick relief to hands that work—to hands chapped, cracked and calloused by exposure to weather—by wind, water or dirt. Soothing and healing for

rough fingertips, cracked knuckles and red, weather-sore hands. A boon to sportsmen, motorists, mechanics, outdoor workers. Buy 'Chap-ans' in the handy man-sized tube!



**Chap-ans**

Chap Stick Co., Lynchburg, Va.

KEEPS HANDS FIT



STUDED STRAPS of Julianelli's most popular style of jeweled evening sandals can be dyed any color to match their wearer's gown. These cost \$32.50.



RHINESTONE HEELS imported from France cost \$30. Here they are worn on plain black satin opera pumps (Frank Bros.) that cost an additional \$30.



SEQUINED STOCKINGS are made to order at \$25 a pair (Gotham Hosiery). Purchasers can transfer bowknots to other stockings if runs develop.

## Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



Today more people than ever before use Bromo-Seltzer. Because this time-proved product gives fast help. Not only for headache pain, but also for the upset stomach and jumpy nerves that often go with it.

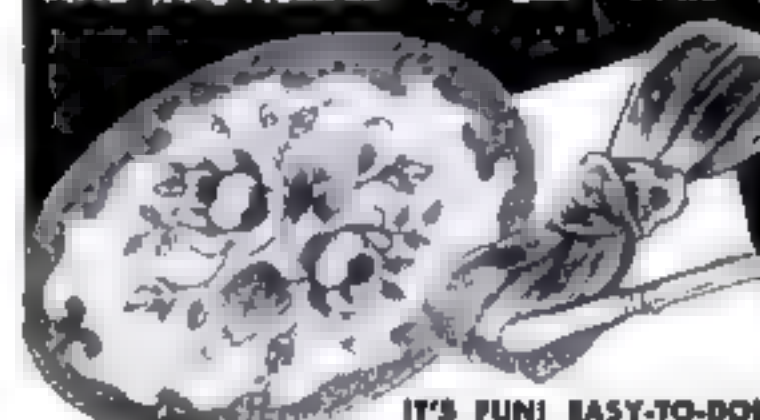
Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

Get Bromo-Seltzer at your drug store, fountain or counter today. It's a product of the Emerson Drug Co. since 1887.

EFFERVESCES WITH SPLIT-SECOND ACTION



BEGIN A BEAUTIFUL HOOKED RUG WITH A KIT OF 1 SKIN OF WOOL 28" x 40" PATTERN AND RUG NEEDLE \$1.00 POST PAID



INSTRUCTIONS INCLUDED

START AT ONCE BUY ADDITIONAL WASHED RUG WOOL AS NEEDED 25 YD. SKEIN 25¢

IT'S FUN! EASY-TO-DO! NO. 389 — Hook this exquisite Rug! Save with your handcraft and save with Herrschner's low priced! Make this lovely, colorful rug with Herrschner's durable, 100% pure, virgin, washed wool yarn in 25 yard skeins. Start for just \$1.00 postpaid with the Starting Kit of 28x40 inch colored, Angora Burlap pattern, 1 skein of fast color, washed wool yarn and a rug needle. You may order additional washed, wool Rug Yarn in the required colors and amounts for only 25¢ for each 25 yd. skein. Send your order at once! 100% Satisfaction or your money back.

FREDERICK HERRSCHNER CO. 33 S. WABASH AVE., CHICAGO 3, ILL.

COLDS MISERIES? WHY DON'T YOU TRY

666 LIQUID OR TABLETS

It's different. It's time-tested. Even if others failed you, try 666.



# From First... to Last



It pays to nourish **EVERY INCH** of your dog... with **GAINES!**

● 365 days a year, your dog can bring more joy to you—when you nourish **EVERY INCH** of him with GAINES!

With a sturdy body just full of bounce, with sprightly spirits, silky-smooth coat, with red-blooded health from head to tail, your

dog will show you *every day* in the year what expert care and feeding can do. For healthy dogs and happy masters—for easy feeding and low-cost feeding—there's no other dog food like GAINES. It's the largest-selling dog food in America!

## THIS MUCH NOURISHMENT in each pound of Gaines!



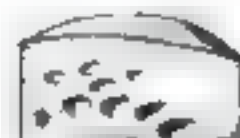
To Build Strong Bodies—as much *proteins* as there are in 1½ pounds of fresh beef



For Energy—as much *carbohydrates* as there are in 2 quarts cooked oatmeal



For Sleek Appearance and Glossy Coat—the *fats* that would be provided by 1¼ ounces of butter



For Strong Bones and Teeth—the *minerals* that would be provided by 1¾ pounds of cheese



For Red-Blooded Vitality—as much *iron* as there is in ¾ of a pound of beef liver

*Plus*

All the Vitamins and Minerals dogs are known to need... in more than required quantities



A Product of General Foods



**Gaines** **DOG FOODS**  
*"Nourish Every Inch of Your Dog"*

Copyright 1960 by General Foods Corp.

Gaines is backed by 20 years of experience in dog nutrition. No wonder it is bought with confidence by millions! In fact, more Gaines is fed by dog owners than any other brand!





THIS BARKING ELEPHANT SEAL'S NECK IS SCARRED FROM THE BATTLES THAT MALE SEALS GET INTO DURING MATING SEASON WHEN THEY FIGHT FOR FEMALES

## ELEPHANT SEAL COMEBACK

Big beasts win battle against extinction off coast of California



**BASKING** on San Nicolas Island, elephant seals share beach with sea lions (*background*), their distant cousins.

On the rocky shores of the Santa Barbara Islands 50 miles off southern California, the elephant seal, one of the really rare animals of the Northern Hemisphere, is staging a remarkable comeback. A lazy, large-mouthed, rather bedraggled beast (*above*), with a strong resemblance to Bruce Bairnsfather's "Old Bill," the elephant seal was almost extinct 50 years ago. Hunters had slaughtered the animals

for their oil and left barely a dozen alive on the islands, the only place off the U.S. coast they are found. Then protective laws were passed and the seals were left alone. Recently two California zoologists went out to the islands to find out how they were doing. They studied their habits and health, took a census and returned with the cheerful report that the seals have multiplied more than tenfold.

CONTINUED ON PAGE 21





2

The team is as good as a hand and here they play Tankmen such as those of the "Head on Wheels" and Armored Division at Camp H. Not only realize the value of teamwork and split-second timing in all phases of Army life.

**RECRUITING**

# Operation Peace

A quick look at life in today's streamlined Army Divisions. Meet the skilled technicians and soldiers who make an important career out of professional service to their country.



Takes a keen eye and quick reflexes to him who, like these Regulars in the top-notch 1st Infantry Division in Germany, enjoy this thrilling sport, because their training and physical conditioning keep them in A-1 shape.



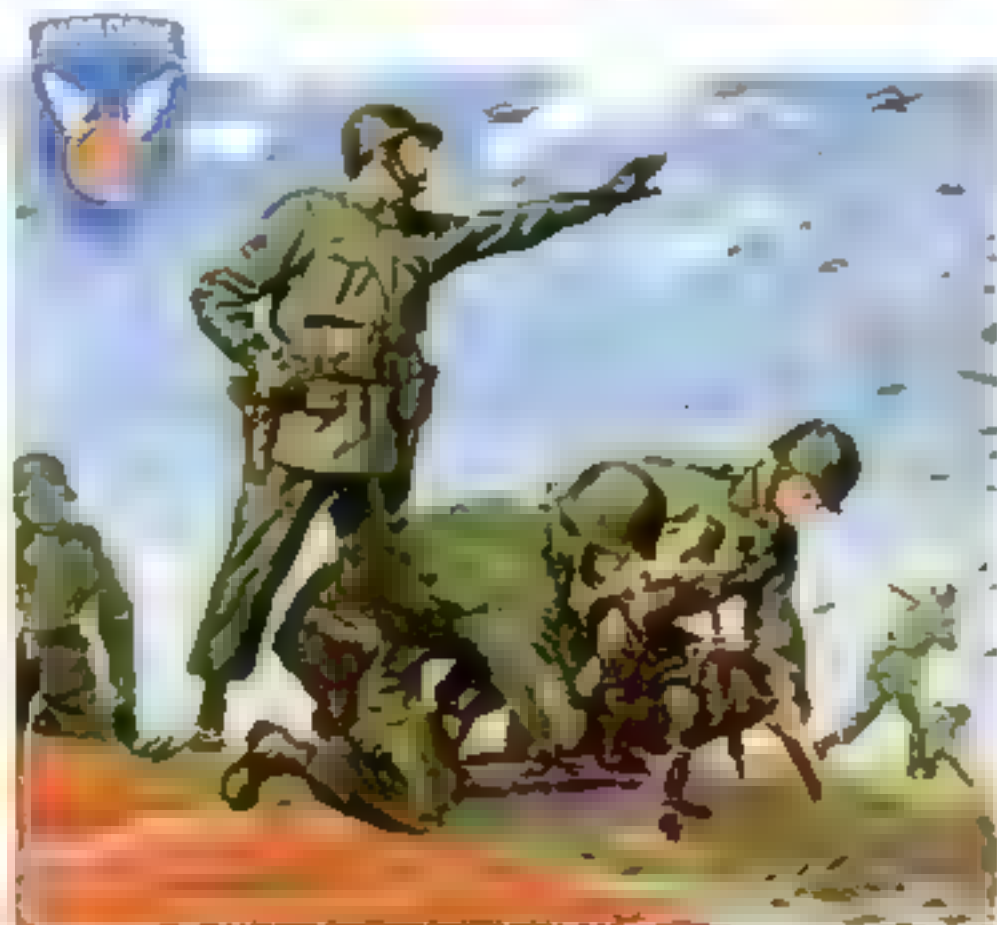
Great opportunities to develop executive and managerial skills in an Army NCO's career worth while. Here, at Fort Jackson, home of the famous 9th Infantry Division, Regular Army men become skilled in planning and leadership.



Lessons in sportsmanship come naturally from our soldiers help unconditionally in the Army's task of bringing democracy to occupied lands. This soldier of the 24th Infantry Division in Japan takes pride in his after hours role.



Complex equipment means our modern divisions must have specialists in communications, fire-power, many other fields. Here at Ft. Dix, home of the 9th Infantry Division, telephone fieldmen study a complicated switchboard.



Leadership, initiative, quick thinking are recognized and rewarded in the Army. The non-commissioned officer of the 11th Airborne Division directs his men as they set up mortars and machine guns after a drop through space.



Your soldiers work hard — but also have time for play. Dances like this one, attended by enlisted men of the 3rd Infantry Division, are common at all Army camps and posts. Army athletic teams also offer recreational opportunities.



FOR OLD-TIME FLAVOR LIKE WE LIKED  
BEFORE ELECTRIC LIGHTS —



AND MELLOWNESS THAT'S SURE TO PLEASE  
OLD-FASHIONED APPETITES —



DON'T POUT AND YEARN FOR THE RETURN  
OF HORSE-AND-BUGGY NIGHTS



JUST TELL THE MAN  
YOU WANT IMPERIAL!



**IMPERIAL** is made by Hiram Walker. And Hiram Walker's  
91 years at fine whiskey-making makes Imperial good!

Blended whiskey. 86 Proof. 70% Grain Neutral Spirits. Hiram Walker & Sons Inc., Peoria, Ill.





**Avoid  
"COIL FEEL"**  
IN MATTRESSES AND  
UPHOLSTERED FURNITURE

Insist on Products  
Built with  
**PERM-A-LATOR\***  
Wire  
PADDING SUPPORT



• New Perm-A-Lator WIRE padding support is the STRONGEST insulator used in making mattresses, box springs and upholstered furniture. It separates padding from springs—prevents "coil feel"—lumping or sagging caused by the padding shifting... adds longer life to the products you buy. Insist on the extra value!

LOOK FOR THE  
**PERM-A-LATOR\***  
PADDING SUPPORT Tag  
When You Buy Mattresses, Box Springs, Downspouts, Sides or Chairs.

Write for  
FREE Booklet!  
**FLEX-O-LATORS, INC.**  
Carthage, Mo. New Castle, Pa.

**PLANTERS**  
is the word for  
**PEANUTS**

**Extra egg makes  
the difference!**



Even if other  
medicines have  
failed to relieve your  
**COLD MISERIES**  
YOU OWE IT TO YOURSELF  
TO TRY 666—IT'S DIFFERENT  
**666**  
LIQUID—TABLETS

## Elephant Seals CONTINUED



**LISTENING TO HEARTBEAT** of elephant seal, Dr. George Bartholomew of U.C.L.A. applies stethoscope as graduate student William Reeder observes reactions. Animals had little reaction, let scientists do whatever they pleased.



**TAKING TEMPERATURE**, Bartholomew slips a thermometer under the flipper-pit of soundly sleeping, half-grown elephant seal, while a second seal, its head resting on the first animal, watches. The normal temperature is 95°F.



**FLICKING FLIES** off its back, a young elephant seal uses its flippers in order to scoop up sand and toss it about, clearing the air of these bothersome insects. When it is fully matured, this seal may be 18 feet long and weigh 3,000 pounds.

**Vitalis**  
"LIVE-ACTION\*"  
care...



**FEEL** the difference in your scalp! What a wonderful wake-up glow—when you use Vitalis "Live-Action" care. That's Vitalis and the "60-Second Workout!" 50 seconds' massage with active Vitalis (1) stimulates scalp (2) prevents dryness (3) routs flaky dandruff (4) helps check excessive falling hair. Then 10 seconds to comb and you're all set!

...gives you  
**HANDSOMER  
HAIR**



**SEE** the difference in your hair! Now see how much neater, handsomer your hair looks—set to stay that way all day! No "patent-leather" shine. Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil. For a scalp that feels its best and hair that looks its best, get "Live-Action" Vitalis at any drug counter or at your barber shop.



\***VITALIS** and the  
"60-Second Workout"









**DANCING CLASS** of girls rehearses the dance with an instructor. Almost all of the school's instructors are professionals who have themselves worked on the stage, danced

or played in orchestras. On school's advisory committee are such celebrities as Leonard Bernstein, Walter Damrosch, Martha Graham, Brock Pemberton, Margaret Webster,



**DANCE DRAMA**, called *Jough*, is performed by members of dance department who originated and produced it. For scenery they improvised with tables, badminton nets.



**DRAMA CLASS** here rehearses the soda-fountain scene from Thornton Wilder's *Our Town*, where George, with Emily's help, is deciding to give up college and marry Emily.



# TUMS

## Give Fast Relief

FOR ACID INDIGESTION  
WHEN YOU NEED IT MOST

### After Breakfast

Drink your orange juice; eat your bacon and eggs; enjoy your coffee—they're good for you. Then if acid indigestion strikes, slip a couple of Tums in your mouth. See how Tums sweeten your stomach almost instantly. You'll feel better right away. Keep Tums handy always.



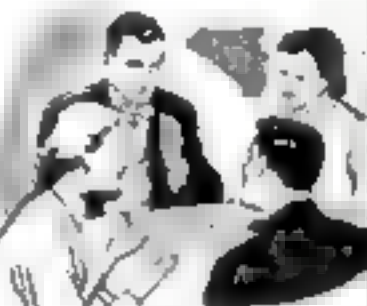
### After Lunch

If nervousness or pressure of business cause you to have acid indigestion; or, if you bolt your lunch and suffer accordingly, Tums will handle this situation in a jiffy. Tums relieve distress of acid indigestion almost instantly. Keep Tums handy always.



### After Dinner

When dinner is over and perhaps you've eaten too much or too rich foods, don't worry about acid indigestion. Tums are especially made to relieve such distress and discomfort. Make you feel better right away. Keep Tums handy always.



### At Bedtime

If you toss and pitch when you go to sleep at night—take Tums. Sleepless nights are frequently caused by acid indigestion. Tums relieve this condition quickly so you can go to sleep at once, sleep soundly all night. Keep Tums handy always.



Quick Relief for  
ACID INDIGESTION  
HEARTBURN



## for the tummy

✓ Try one or two TUMS after breakfast. See if you don't feel better!

### TUMS ARE ANTACID—NOT A LAXATIVE

When you feel bad due to constipation, use dependable Nature's Remedy—NR Tablets. Nature's Remedy is mild, purely vegetable—relieves constipation without the usual griping, sickening, perturbing sensations.

Get a box today. You'll be convinced;



## Broadway School CONTINUED



"GOING TO BED" is acted in pantomime by two members of drama class. Here they indicate a pair of pajamas hanging on a hook. Boy at right is hook.



BRUSHING HIS TEETH, the boy (left) who is going to bed squeezes toothpaste out of tube (the center boy). The toothpaste (boy's tongue) falls onto





**WASHING HIS HANDS** boy at left rinses them in sink (outstretched hands of boy at right) under the faucet (open mouth). Boy underneath is the drain.



the toothbrush, which is indicated by the arm of boy at right. Pantomime of inanimate objects is taught to all drama students to help build imagination.

CONTINUED ON NEXT PAGE



LOOK FOR THIS  
SIGN OF DEPENDABLE  
RADIO SERVICE

Does your radio give out with squeals and grunts? Then call the serviceman who displays the Sylvania sign. Because your radio needs expert care, the kind this fellow is trained to give. He has Sylvania test equipment to root out trouble spots . . . high-quality Sylvania radio tubes to bring you the crystal-clear reception you want. Hear your old set perform as it did the day you bought it. Get it fixed at the Sylvania sign of dependable service.

# SYLVANIA

# RADIO TUBES

PRODUCT OF SYLVANIA ELECTRIC PRODUCTS INC.



# "I can buy my new car with One Month's Pay Check!"



"Being a Silver Counselor is a wonderful career for any woman," says Mrs. Cleve Eddins, of Center, Texas! (Home Decorators' National Contest Winner)

"Last August, I had no idea of becoming a Silver Counselor. After all, I was a school teacher, and happy with my work. But I'd heard so much about Silver Counselors from a friend, I thought I'd try it between Summer school and the Fall term.

"I did so well, and loved it so much, I decided to give up school teaching completely! Why in the month of September alone, I had more than enough to pay for my new car.

"It seems to me that any woman would love to be a Silver Counselor. It's such a pleasant, agreeable profession. First, you're trained in the etiquette of silver under the consultant direction of Emily Post. Then you go out with another Silver Counselor in your locality, until you get your feet on the ground.



EMILY POST



"Finally, you make your first call on your own. You show folks some of the world's most beautiful silver...advise them on patterns...help them assemble their place settings to fit their personal needs...tell them how they can save as much as 25% and more of the cost...show them how they can become Lifetime Members of Emily Post's Consultation Service.

"I can't recommend Silver Counseling too highly as a career. If you would like further information on our wonderful silver—or, if you own a car, can work six hours daily, need money, are between 25-45 years, and consider yourself qualified to become a Silver Counselor, do exactly what I did! Simply write a short note to Jane Evans, Personnel Consultant at:

**HOME DECORATORS, Inc.**

**NEWARK, NEW YORK STATE**



## Broadway School CONTINUED

### THESE ARE PROMISING STUDENTS



**PIANIST** Charmian Berkeley, 14, has played with the New York Philharmonic Orchestra in Carnegie Hall.



**ACTRESS** Peggy Merber, 17, a member of Actor's Equity, has played in summer stock, likes musical comedy.



**CELLIST** Ethel Brown, 17, is member of All-City High School Orchestra, hopes to study in Paris next year.



**PRODUCTION MAN** Daniel Melnick, 17, likes backstage work because "you eat more regularly," has TV job.



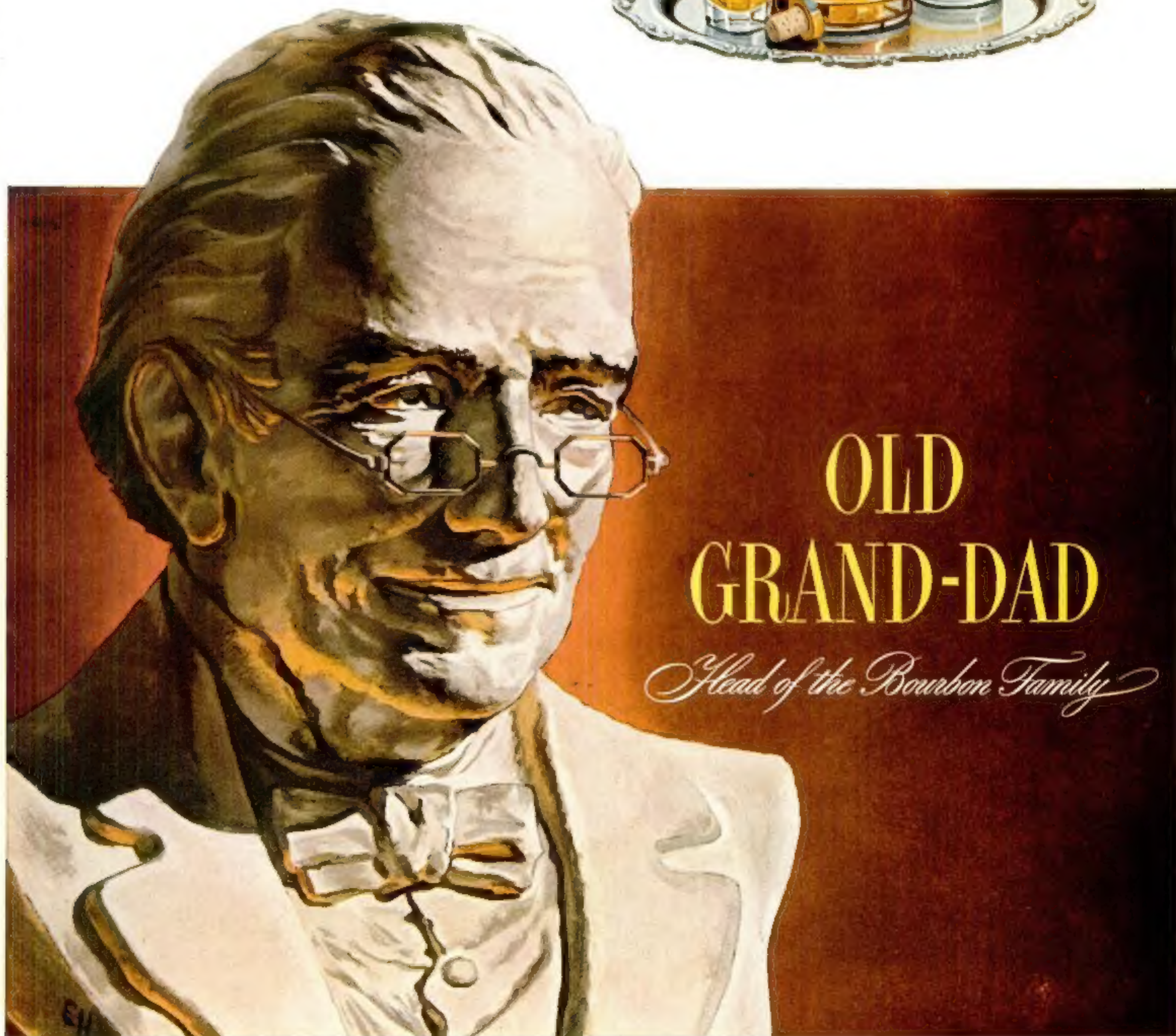
**IN BROADWAY SHOW** Dancer Marilyn Gennaro, 16, is now rehearsing with cast of *Dance Me a Song*, due to open in January. Before entering high school, she was a ballet student, but at school she switched to modern dance.



# Be Kind to Your Taste

When you feel like pampering yourself a bit—call for mellow, heart-warming Old Grand-Dad. You'll find in the Head of the Bourbon Family a boon companion to your taste—as smooth and tasty a bourbon as ever passed a man's lips. Just try Old Grand-Dad—and see.

*National Distillers Products Corporation, New York, N. Y.*



## OLD GRAND-DAD

*Head of the Bourbon Family*





COPYRIGHT 1950, THE COCA-COLA COMPANY

Thirst knows no season